



SCOTTSDALE PLANNING COMMISSION
STUDY SESSION AGENDA
CITY HALL KIVA
3939 N DRINKWATER BLVD
SCOTTSDALE, ARIZONA
APRIL 22, 2003
4:00 PM

1. CALL TO ORDER
2. ADMINISTRATIVE REPORT – RANDY GRANT
3. REVIEW OF APRIL 22, 2003 AGENDA
4. REVIEW OF MAY 14, 2003 TENTATIVE AGENDA
5. ADJOURNMENT



DRAFT
SUBJECT TO CHANGE
TENTATIVE AGENDA
SCOTTSDALE PLANNING COMMISSION
KIVA - CITY HALL
3939 N. DRINKWATER BOULEVARD
MAY 14, 2003
5:00 P.M.

1-TA-2003

(Downtown Overlay and related amendments) request by City of Scottsdale, applicant, to amend City of Scottsdale Zoning Ordinance (Ordinance No. 455) Article III., Definitions.; Section 3.100 General.; Article IX., Parking and Loading., Section 9.104. Programs and incentives to reduce parking requirements., and Section 9.108 Special parking requirements in districts., and to add Article VI., Supplementary Districts.; Section 6.1200., **(DO) DOWNTOWN OVERLAY**. The Downtown is generally bounded by Chaparral Road on the north, Miller Road on the east, Earll Drive on the south and 68th Street on the west. **Applicant/Staff contact person is Jerry Stabley, 480-312-7872.**

2-AB-2003

(Colina Vista) request by Beus Gilbert PLLC, applicant, Arizona Department of Transportation Row Group, owner, for an abandonment of the existing subdivision public right-of-ways located west of Pima Road (Loop 101) and north of Cholla Street. Staff contact person is Pete Deeley, 480-312-2554. **Applicant contact person is John Berry, 480-429-3003.**

Comments: This request is to abandon all existing public right-of-ways within the Colina Vista Subdivision in favor of a new subdivision street configuration on a remnant Department of Transportation parcel.

2-ZN-2003

(5th Avenue Parking Garage) request by City of Scottsdale, applicant/owner, to rezone from Central Business District (C-2) to Parking District (P-2) on a 1.6 +/- acre parcel located at 7143 E 5th Avenue. Staff contact person is Kira Wauwie AICP, 480-312-7061. **Applicant contact person is Corey Lew, 480-312-7769.**

Comments: This request is for the development of the 5th Avenue Parking Garage.

4-UP-2003

(5th Avenue Parking Garage) request by City of Scottsdale, applicant/owner, for a municipal use master site plan on a 1.6 +/- acre parcel located at 7143 E 5th Avenue. Staff contact person is Kira Wauwie AICP, 480-312-7061. **Applicant contact person is Corey Lew, 480-312-7769.**

Comments: This request is for the development of the 5th Avenue Parking Garage.

A COPY OF A FULL AGENDA, INCLUDING ITEMS CONTINUED FROM PREVIOUS MEETINGS IS AVAILABLE AT LEAST 24 HOURS PRIOR TO THE MEETING AT THE FOLLOWING LOCATIONS:

Police Department, 9065 East Via Linda
City Hall, 3939 N. Drinkwater Boulevard
El Dorado Park & Recreation Center, 2311 N. Miller Road
Online at: www.ScottsdaleAZ.gov/Boards/PC

ALL INTERESTED PARTIES ARE INVITED TO ATTEND.

For additional information visit our web site at www.scottsdaleaz.gov



Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the City Clerk's Office at 480-312-2412. Requests should be made as early as possible to allow time to arrange accommodation.



AGENDA
SCOTTSDALE PLANNING COMMISSION
KIVA - CITY HALL
3939 N. DRINKWATER BOULEVARD
APRIL 22, 2003
5:00 P.M.

ROLL CALL

INITIATION

1. 2-ZN-2003 & 4-UP-2003 (5th Avenue Parking Garage) request to initiate a municipal use master site plan and a rezoning from Central Business District (C-2) to Parking District (P-2) on a 1.6 +/- acre parcel located at 7143 E. 5th Avenue.

EXPEDITED AGENDA

2. 32-UP-2000#2 (Celebration Of Fine Art) request by Earl Curley & Lagarde PC, applicant, Arizona State Land Department, owner, for a conditional use permit extension for a Seasonal Arts Festival with stipulation modifications on a 7.47 +/- acre parcel located at the southeast corner of Scottsdale Road and Union Hills Drive with Planned Regional Center, Planned Community District (PRC-PCD) zoning. Staff contact person is Al Ward, 480-312-7067. **Applicant contact person is Lynne Lagarde, 602-265-0094.**

Comments: The request is to extend the approved Use Permit for the annual Celebration of Fine Art Seasonal Festival and to modify the stipulations.

3. 1-MP-2003 (Park Site at DC Ranch Planning Unit 1) request by Biskind Hunt & Taylor, applicant, DC Ranch LLC, owner, for Master Site Plan approval for a future public park at DC Ranch on a 12.8 +/- acre parcel located near the southeast corner of Pima Road and Union Hills Road with Open Space and Planned Community District (OS/PCD) zoning. Staff contact person is Tim Curtis, 480-312-4210. **Applicant contact person is Karrin Taylor, 602-955-3452.**

Comments: To approve a master site plan for a park site that satisfies DC Ranch's requirement for dedication of the parcel to the City of Scottsdale.

REGULAR AGENDA

4. 7-TA-2002 (Sign Ordinance Text Amendment) request by City of Scottsdale, applicant, for a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII, Sign Requirements. **Staff/Applicant contacts are Jon Arnhold, 480-312-7828, Jeff Fisher, 480-312-7619 and Curtis Kozall, 480-312-7034.**

Comments: This request is to simplify and clarify the sign ordinance and to address community concerns.

WRITTEN COMMUNICATION

ADJOURNMENT

David Gulino, Chairman
Tony Nelssen
James Heitel

Steve Steinberg, Vice Chairman
Kevin Osterman
Kay Henry

For additional information click on the link to 'Projects in the Public Hearing Process' at:
<http://www.ScottsdaleAZ.gov/projects>.



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Planning Commission Report



MEETING DATE: April 22, 2003

ITEM No. _____ GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT

5th Avenue Parking Garage

REQUEST

Request to initiate a municipal use master site plan and a rezoning from Central Business District (C-2) to Parking District (P-2) on a 1.6 +/- acre parcel located at 7143 E. 5th Avenue.

2-ZN-2003 & 4-UP-2003

Key Items for Consideration:

- City Parking Garage

APPLICANT/OWNER CONTACT

Corey Lew, 480-312-7769
City of Scottsdale

LOCATION

On the south side of E. 5th Avenue, north of 3rd Avenue and east of the first alley east of Craftsman Court.

BACKGROUND

Site History/Context.

- In 1969 Resolution 748 was approved for this property to be improved with a parking lot, landscaping, lighting, and sidewalk improvements to be paid for through an improvement assessment district known as the "Scottsdale Improvement District PK-6803".
- In 1970, Resolution 834 was approved to initiate the assessment for construction activity.
- The City paid for the improvements through the issue of bonds and the costs were then assessed to the owners of property located within the "Scottsdale Improvement District PK-6803". Some of the property owners opted not to participate in the project. Those properties that participated were assigned parking space credits based upon the amount paid relative to value of the improvements.
- The physical parking spaces of the existing parking lot are not assigned to any individual properties. The City continues to recognize the properties that participated and, whenever a property that participated undertakes development the parking credits are calculated as part of the development's parking requirement.
- This proposal does not include the entire parking lot and the remnant piece is of adequate size for future building development or may continue to be used for surface parking and landscape activities.

APPLICANT'S PROPOSAL

Goal/Purpose of Request.

- Construct a public parking garage to replace the surface parking lot.
- Parking supply has been a concern for the downtown area. This concern was confirmed by the December 2002 "Parking Demand Study", by Walker Parking Consultants.

- For the area west of Scottsdale Road and north of Indian School Road the study shows a shortage of 356 spaces.
- The site is improved with a 187-space surface parking lot and the proposal to build a parking garage will increase the available spaces by providing 250 to 450 parking spaces (an additional 60 to 260 parking spaces).
- In addition to the parking, located within the parking garage will be restrooms and a management office.

Time Table.

- Planning Commission Hearing on May 14
- City Council Hearing on June 16
- Development Review Board hearing on June 19
- Initiate construction in Fall 2003

**STAFF
RECOMMENDATION**

Recommended Approach:
Staff recommends the initiation.

**RESPONSIBLE
DEPT(S)**

Planning and Development Services Department
Current Planning Services

STAFF CONTACT(S)

Kira Wauwie
Project Coordination Manager
480-312-7061
E-mail: kwauwie@ScottsdaleAz.gov

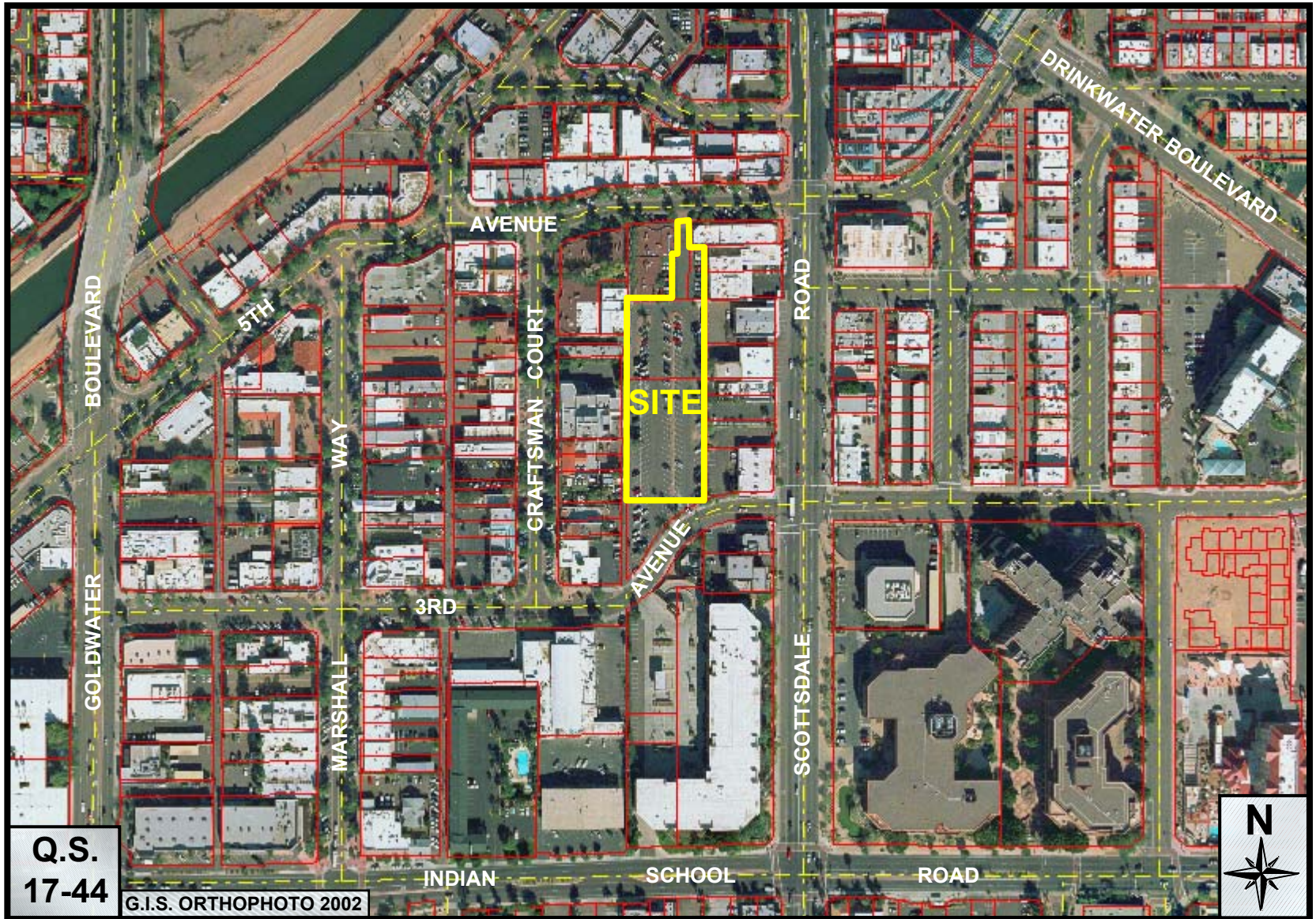
APPROVED BY

Kira Wauwie
Project Coordination Manager

Randy Grant
Chief Planning Officer

ATTACHMENTS

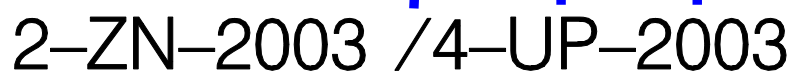
1. Aerial Map
2. Zoning Map



5th Avenue Parking Garage

**2-ZN-2003 /
4-UP-2003**

ATTACHMENT #1



PLANNING COMMISSION REPORT



MEETING DATE: April 22, 2003

ITEM NO. _____ GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT

Celebration Of Fine Art

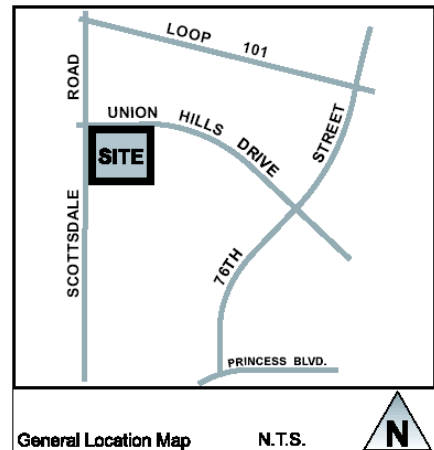
REQUEST

Request to approve a conditional use permit extension for a Seasonal Arts Festival with stipulation modifications on a 7.47 +/- acre parcel located at the southeast corner of Scottsdale Road and Union Hills Drive with Planned Regional Center, Planned Community District (PRC-PCD) zoning.

32-UP-2000#2

Key Items for Consideration:

- The request is to renew a previously approved use permit, which contained a 3-year timing stipulation.
- A new stipulation provides for the applicant to submit a bi-annual (2-year) status report to the Zoning Administrator for review.
- The requested use and site plan is identical to the previously approved case.
- No public opposition has been received on this case.



Related Policies, References:

- Case 32-UP-2000 gave a 3-year approval period (from 2001-2003) for the original use permit in 2000.
- Case 102-DR-2000 gave development approval for the existing use on the site in December 2000.

OWNER

Arizona State Land Department
602-542-2625

APPLICANT CONTACT

Lynne Lagarde, 602-265-0094
Earl Curley & Lagarde Pc

LOCATION

E Union Hills Dr / N Scottsdale Rd (SE Corner)

BACKGROUND

Zoning.

The site is zoned Planned Community Development (PCD) and is utilizing Planned Regional Center (PRC) criteria as the comparable zoning within the PCD district. Seasonal art festivals require a conditional use.

General Plan.

The General Plan Land Use Element designates the property as Mixed-Use Neighborhoods with a Regional Use District. This category provides for retail, complimentary office, and high-density residential with other mixed uses. This area contains strong access and transportation connections including Scottsdale Road and the Loop 101 Freeway. The Regional Use Overlay provides for regional retail, employment and office centers and tourism facilities.

Context.

This parcel is located at the southeast corner of Scottsdale Road and Union Hills Drive at Mayo Blvd. The surrounding property to the east and south is within the Planned Community District (PCD). To the north is a Planned Community District (PCD) zoning with comparable zoning for General Commercial (C-4) or Planned Regional Center (PRC) zoning.

History.

Celebration of Fine Art operated at the southwest corner of Scottsdale Road and Highland Avenue from 1990-1998. The use then relocated to Chauncey Ranch, west of the subject site, from 1998 through 2000, and finally settled at the current site in 2001.

**APPLICANT'S
PROPOSAL****Goal/Purpose of Request.**

The request is to modify stipulations of a previously approved use permit to allow additional operations for the Celebration of Fine Art seasonal art festival. The existing, temporary, 7.47-acre seasonal art festival was approved on this site in 2000, conditional to a 3-year timing stipulation that expires at the end of the current 2003 season. The applicant requests removal of the timing stipulation and permission for the seasonal art festival to operate on the site indefinitely. Since the use is seasonal and temporary, Staff has devised a stipulation that provides for flexibility while ensuring surrounding development is not impacted by its operation.

The seasonal art festival is authorized to operate for a 10-week period, between January and April of each year. The site is leased from the State Land Department and the lease is renewed bi-annually (2 years). The State Land Department anticipates that the site will be required for development within the next 6-8 years. Part of the original use permit approval and state lease is that all temporary structures be removed and the site be restored within 2 weeks of the business closing for the season. The "C-shaped" tent and other above-ground improvements, including office trailer, concession stand, restrooms, temporary fencing and lighting, are removed from the site each season. The parking lot and Union Hills Drive access are dust proofed, D.G. (decomposed granite). Site landscaping and the drainage basins remain.

IMPACT ANALYSIS**Traffic.**

Traffic generated by the site does not have a significant impact on Scottsdale Road or other area streets. The site is anticipated to generate 400 trips per day with the majority of these occurring at non-peak periods and on weekends. Evening peak hour traffic is anticipated to be about 85 vehicle trips to and from the site. Access to the site is from Union Hills Drive/Mayo Blvd. and Scottsdale Road intersection, which is signalized. Improvements have been

made to Union Hills Drive, adjacent to the north side of the site, including a 65-foot half-street dedication and southbound, left turn lane construction. No direct access is provided to Scottsdale Road from the site.

Parking.

- 193 spaces are required, 203 are provided. The temporary parking lot contains D.G. (granite) and has met requirements for dust control.

Development information.

- *Existing Use:* Seasonal art festival, operating January through April
- *Buildings/Description:* Temporary tent and office/storage trailer, removed at the end of each season
- *Parcel Size:* 7.47 acres (gross)
- *Building Height Allowed:* 60 feet
- *Existing Building Height:* 21 feet, (no change proposed)
- *Floor Area:* 38,500 square feet removable tent
- *Other:* Improvements to the Union Hills Drive/Mayo Blvd. and Scottsdale Road Intersection

Water/Sewer.

Water and sewer connections to City of Scottsdale services are provided.

Police/Fire.

City Police Department and Rural Metro have reviewed this application and it conforms to their standards and requirements for provision of service.

Open space, scenic corridors.

A 100-foot wide, open space corridor is provided across the front of the site adjacent to Scottsdale Road. Staff has stipulated additional landscaping along the Scottsdale Road frontage.

Community Impact.

The use is seasonal and temporary in nature and is not a significant generator of traffic. The site is currently surrounded by undeveloped land. This land will likely contain future retail, commercial, office, and automotive uses. The operation does not create a negative impact from noise, light, dust, or odor that would impact adjacent uses.

Use Permit Criteria.

Conditional use permits, which may be revocable, conditional, or valid for a specified time period, may be granted when expressly permitted only after the Planning Commission has made a recommendation and the City Council has found as follows:

- A. That the granting of such conditional use permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:

1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.
 - *The operation of this seasonal art festival for the 3-year period, from 2001-2003, has not resulted in damage or nuisance arising from noise, smoke, dust, vibration, or illumination. Access to the site is from Union Hills Drive/Mayo Blvd. and Scottsdale Road intersection, which is signalized.*
2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
 - *The site does not create an unusual volume or character of traffic, and generates about 400 vehicle trips per day, with about 85 trips occurring at the P.M. peak hour.*
3. There are no other factors associated with this project that will be materially detrimental to the public.
 - *The use is temporary and operates for up to 10 weeks (70 days) per year. No materially detrimental factors exist.*
- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
 - *Properties to the east and south of the site have the comparable zoning districts as this site. Stipulations ensure that the use will be compatible with future surrounding land uses.*
- C. The additional conditions specified in Section 1.403, relating to *seasonal art festival*, have been satisfied.
 - Fencing: *The site is contained within a fenced yard area.*
 - Parking: *Parking lots contain D.G. surface, which is dust proofed.*
 - Fire Safety Plan: *A fire safety plan is reviewed yearly by Rural Metro.*
 - Temporary Structure Removal: *All temporary structures are removed from the site within 2 weeks of closing, each season.*
 - Quality of Food Services: *Food concessions onsite are professionally managed and meet health and sanitation services.*
 - Provision of restrooms: *Adequate restrooms are provided in a temporary modular structure.*
 - Structures: *All structures are temporary.*
 - Trash and Maintenance: *Trash receptacles are provided on the site.*
 - On-site Entertainment: *No entertainment is proposed on the site.*
 - Establishment of similar uses: *Any similar applications require separate use permits.*

Community involvement.

The applicant has completed a Neighborhood Improvement Report. Eight (8) landowners located within 750 feet of the site have been contacted. Contacts were provided by either letters or phone calls. Those contacted include Westcor/Chauncey, the Scottsdale Fairmont Princess and Lund Cadillac. No objection has been received regarding the extension of this use permit. Letters of support were received from Westcor/Chauncey and the Princess.

Key Issues.

- The request is to extend the time for operation a seasonal arts festival.
- The original use permit was approved with a 3-year timing stipulation, which extends to the end of the 2003 season.
- The current proposal is nearly identical to the originally approved case.
- The applicant is requesting a permanent approval subject to the attached stipulation.

**STAFF
RECOMMENDATION****Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE
DEPT(S)**

Planning and Development Services Department
Current Planning Services

STAFF CONTACT(S)

Al Ward
Senior Planner
480-312-7067
E-mail: award@ScottsdaleAZ.gov

APPROVED BY

Al Ward
Senior Planner
Report Author

Randy Grant
Chief Planning Officer

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Additional Information
7. Traffic Impact Summary
8. Citizen Involvement
9. Site Plan

PROJECT NARRATIVE
FOR
CELEBRATION OF FINE ART
Use Permit Renewal and Stipulation Modifications

Case 32-UP-00#2

The purpose of this application is to extend the approved Use Permit for the annual Celebration of Fine Art Seasonal Festival located on the southeast corner of Scottsdale and Mayo Boulevard (Union Hills alignment) and to modify the stipulations of case 32-UP-00. The current Use Permit approval was granted for a three year period (2001, 2002, and 2003) by the City of Scottsdale in December 2000. We are requesting that extension of the Use Permit for seasonal arts festival be approved with no time limitation under this application.

The Celebration of Fine Art operates pursuant to the 'seasonal art festival' section of the Scottsdale Zoning Ordinance. This ordinance was passed in 1990 specifically to allow the applicant to commence operation. Also, in 1990, by a unanimous vote of the both the Planning Commission and City Council, Scottsdale issued the applicant a three year Use Permit to operate at the northwest corner of Scottsdale Road and Highland Avenue. In 1993, by a unanimous vote of City Council, that Use Permit was renewed with no time stipulation and the applicant operated at the Highland Avenue location for five additional years.

Because of development activity at the Highland Avenue site and the inability, at that time, to find a suitable location within the Scottsdale city limits, the Celebration of Fine Art moved to the Chauncey Ranch site on the southwest corner of Scottsdale Road and Mayo Boulevard. Then again, because of development activity on the Chauncey Ranch property, the Celebration of Fine Art moved to its current location at the southeast corner of Scottsdale and Mayo Boulevard for the 2001 season.

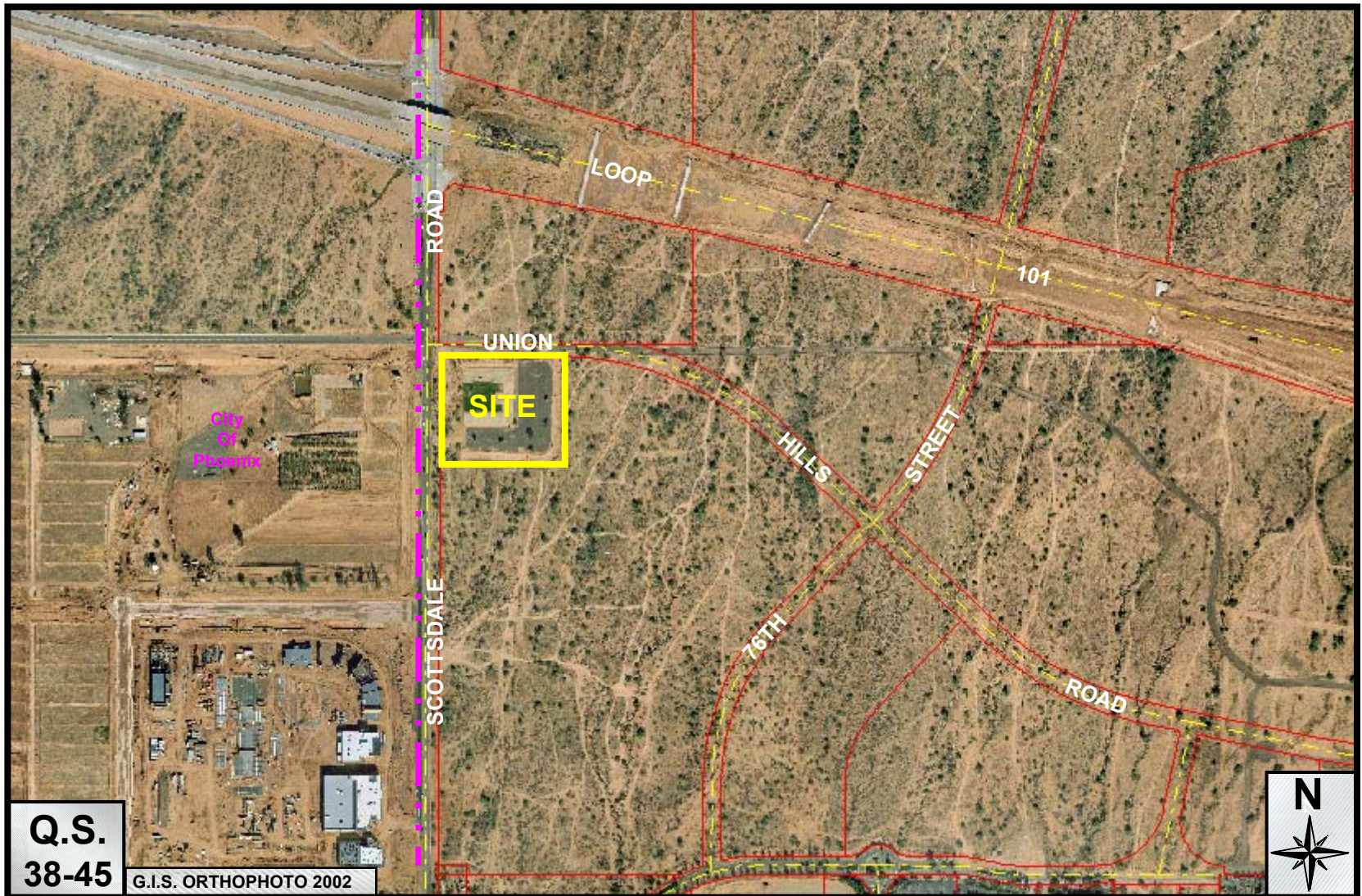
The Celebration of Fine Art has been has been running a successful operation since 1991. Initially, the Highland Avenue site was issued a Use Permit with a three year time limitation and was later granted extension with no timing restriction. This allowed staff to evaluate the operational conditions of the each year, for a three year period, before giving unlimited approval of the Use Permit for seasonal arts festival. We are requesting the same renewal status, which was granted in 1993 by City Council for the Highland site, for our current application; an extension with no time restriction for the current location at the southeast corner of Scottsdale and Mayo Boulevard.

Applicant Proposed Modifications to Stipulations for Case 32-UP-00#2

PLANNING/DEVELOPEMENT

1. CONFORMANCE TO DEVELOPMENT SUBMITTAL. Development shall be in conformance with the site plan and development program submitted by Kolinski, Inc. and dated February 6, 2003. These conditions take precedence over the above referenced site plan and development program. Any proposed significant change, as determined by the Community Development Administrator shall be subject to subsequent public hearings before the Planning Commission and City Council.
2. ~~TIMING LIMITATION. The use permit for seasonal arts festival is valid for a period ending after the closing of the event in 2003. When this use permit expires, the developer may apply for a use permit to continue the Seasonal Arts Festival at the location approved in this case. The user permit application shall be subject to subsequent public hearings before the Planning Commission and City Council.~~
3. EXHIBITION TENTS. The "exhibition tents" shall only be permitted on site during the months of January through April. ~~in the years 2001, 2002, and 2003.~~
4. DUST CONTROL/PARKING IMPROVEMENTS. ~~With the Development Review Board submittal, The developer shall submit a~~ **adhere to the dust control program submitted under case 102-DR-00, which is** in conformance with the parking requirements of the Zoning Ordinance. ~~Before commencement of this use the developer shall construct the parking improvements to the satisfaction of city staff.~~
5. OPERATIONS AND STORAGE. Operations and storage shall be conducted within an area contained by a temporary or permanent security fence, which is screened by landscaping enclosing all operations and storage and shall be subject to the Development Review Board approval **under Case 102-DR-00.**
6. NOISE. Noise level shall not exceed ambient noise levels or fifty (50) DB, whichever is greater, measured at the property line.
7. FIRE SAFETY PLAN. ~~Before the Development Review Board submittal, the developer shall obtain approval from Rural Metro Fire Department (Captain Mark Zimmerman, 480-627-6604) for a fire safety plan. The developer shall submit documentation of the approval at the time of Development Review Board submittal, to the satisfaction of City staff. The developer shall adhere to the fire safety plan that was approved in Case 102-DR-00.~~
8. OFF SEASON USE. ~~With the Development Review Board submittal the applicant shall present a plan addressing the appearance of the site during off season (after the ten week event). This plan shall address landscaping and revegetation, security and perimeter walls and gating to the satisfaction of City staff. The applicant shall adhere to the off-season use plan approved in Case 102-DR-00.~~

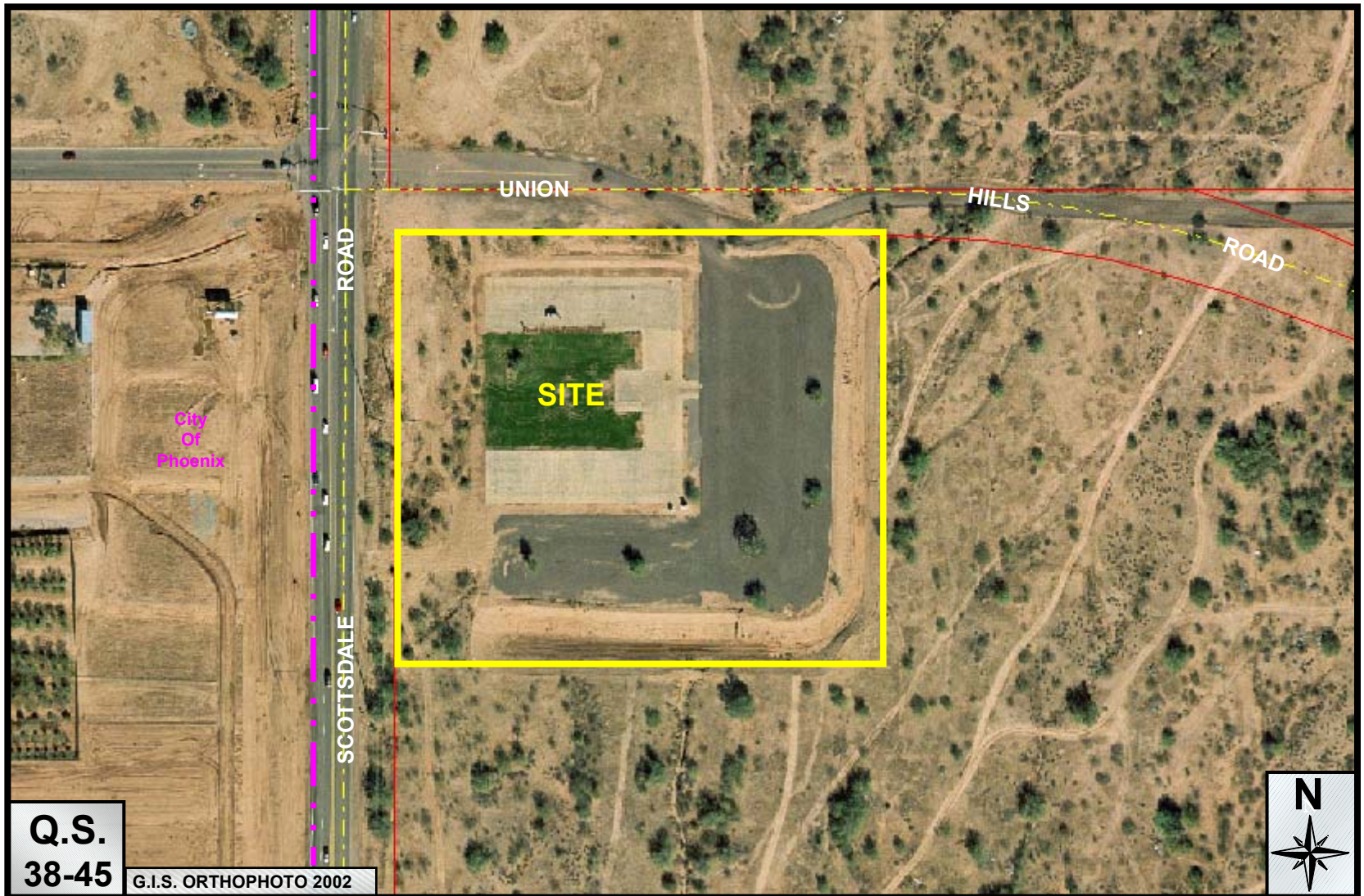
9. TEMPORARY STRUCTURE REMOVAL. Within two weeks of closing the business for the season, all temporary structures will be removed and the site will be restored in compliance with the off-season use plan as approved by the Development Review Board.
10. LANDSCAPE PLAN. ~~With the Development Review Board submittal, the developer shall provide a landscape plan, plant palette and revegetation plan (for off season use), to the satisfaction of City staff, depicting the size, location(s), and quantity of each species.~~ **The developer shall adhere to the landscape plan approved in Case 102-DR-00.**
11. ~~PERMANENT STRUCTURES. On site restrooms, offices, and maintenance facilities shall be housed in permanent structures if the fesitival(s) occupies a site of more that two hundred and seventy (270) days in any three year period.~~
12. REFUSE ENCLOSURE SCREENING. The refuse enclosures shall be screened by a solid wall and gate and shall be subject to ~~the~~ Development Review Board approval **under Case 102-DR-00.**



Celebration of Fine Art

32-UP-2000#2

ATTACHMENT #2

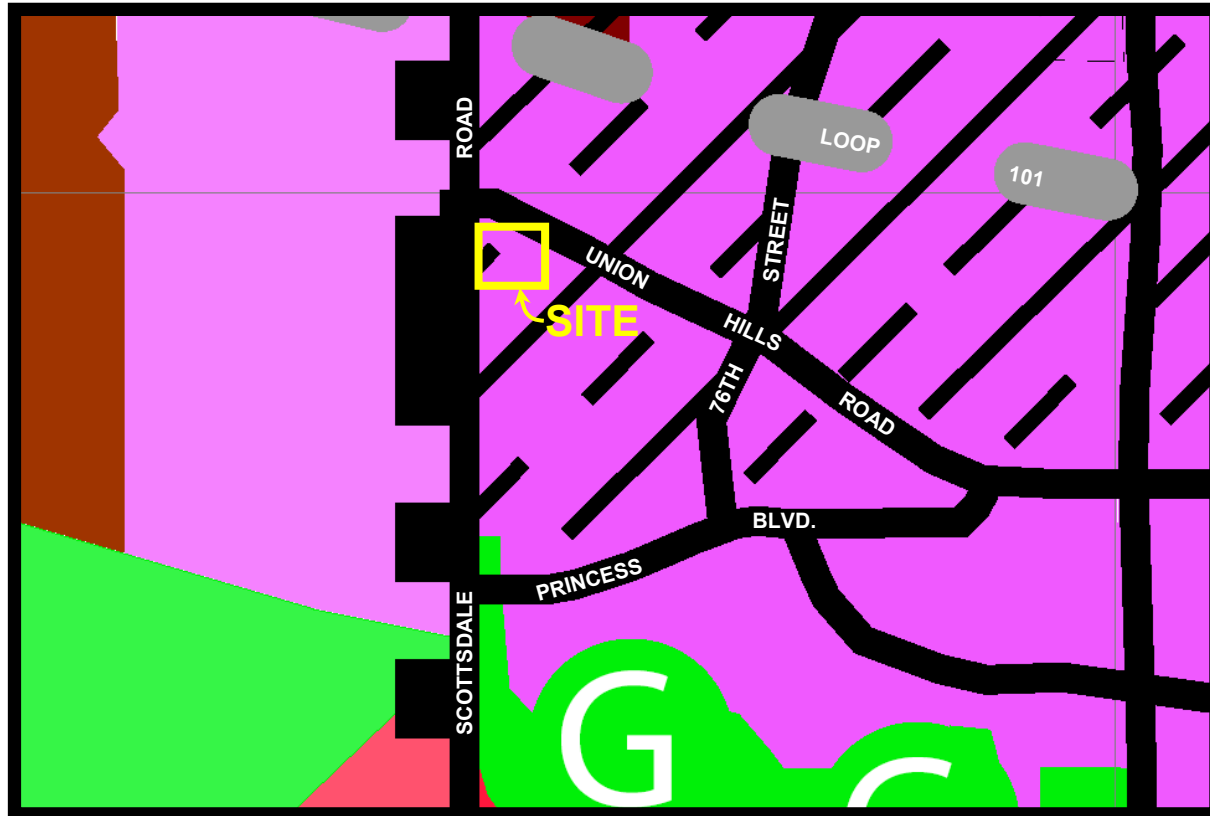


Celebration of Fine Art

32-UP-2000#2

ATTACHMENT #2A

General Plan



- | | |
|---|--|
| Rural Neighborhoods | Commercial |
| Suburban Neighborhoods | Office |
| Urban Neighborhoods | Employment |
| Mixed-Use Neighborhoods | Natural Open Space |
| Resorts/Tourism | Developed Open Space (Parks) |
| Shea Corridor | Developed Open Space (Golf Courses) |
| Mayo Support District | Cultural/Institutional or Public Use |
| Regional Use District | State Trust Lands under State Land Commissioner's Order #078-2001/2002 |
| McDowell Sonoran Preserve (as of 4/2002) | |
| Recommended Study Boundary of the McDowell Sonoran Preserve | |
| City Boundary | Location not yet determined |



32-UP-2000#2
ATTACHMENT #3

Adopted by City Council October 30, 2001
Ratified by Scottsdale voters March 12, 2002
revised to show McDowell Sonoran Preserve as of April 2, 2002



STIPULATIONS FOR CASE 32-UP-2000#2

PLANNING/ DEVELOPMENT

- 1 CONFORMANCE TO DEVELOPMENT SUBMITTAL. Development shall be in conformance with the site plan and development program submitted by Kolinski, Inc. and dated ~~October 31 2000~~ February 6, 2003. These conditions take precedence over the above-referenced site plan and development program. Any proposed significant change, as determined by the ~~Community Development~~ Zoning Administrator shall be subject to subsequent public hearings before the Planning Commission and City Council.
- 2 STATUS REPORT TIMING LIMITATION. ~~The use permit for seasonal arts festival is valid for a period ending after the closing of the event in 2003. When this use permit expires the developer may apply for a use permit to continue the Seasonal Arts Festival at the location approved in this case. The use permit application shall be subject to subsequent public hearings before Planning Commission and City Council.~~ When the developer submits the bi-annual application to the State Land Department for an extension of the Special Land Use Permit, the developer shall concurrently submit a status report to the Zoning Administrator. The report shall summarize any new development in the immediate area that could necessitate access changes, or other administrative adjustments to the site plan requested by City Staff, to assure continued operation and compliance with the Zoning Ordinance use permit criteria for seasonal arts festival.
- 3 EXHIBITION TENTS. The "exhibition tents" shall only be permitted on site during the months of January through April for the duration of this permit. ~~in the years 2001, 2002, and 2003.~~
- 4 DUST CONTROL/PARKING IMPROVEMENTS. ~~With the Development Review Board submittal, t~~ The developer shall submit a adhere to the dust control program approved in the Development Review Board case 102-DR-2000, which is in conformance with the parking requirements of the Zoning Ordinance. ~~Before commencement of this use the developer shall construct the parking improvements to the satisfaction of city staff.~~
- 5 OPERATIONS AND STORAGE. Operations and storage shall be conducted within an area contained by a temporary or permanent security fence, which is screened by landscaping enclosing all operations and storage and shall be ~~subject to as approved in Development Review Board approval case 102-DR-2000.~~
- 6 NOISE. Noise level shall not exceed ambient noise levels or fifty (50) DB, whichever is greater, measured at the property line.

- 7 FIRE SAFETY PLAN. ~~Before the Development Review Board submittal, the developer shall obtain approval from Rural Metro Fire Department (Captain Mark Zimmerman, 480-627-6604) for a fire safety plan. The developer shall submit documentation of the approval at the time of Development Review Board submittal, to the satisfaction of City staff.~~ The developer shall adhere to the fire safety plan approved in the Development Review Board case 102-DR-2000.
- 8 OFF-SEASON USE. ~~With the Development Review Board submittal the applicant shall present a plan addressing the appearance of the site during off season (after the ten week event). This plan shall address landscaping and revegetation, security, and perimeter walls and gating to the satisfaction of City staff.~~ The developer shall adhere to the off-season plan approved in the Development Review Board case 102-DR-2000.
- 9 TEMPORARY STRUCTURE REMOVAL. Within two weeks of closing the business for the season, all temporary structures will be removed and the site will be restored in compliance with the off-season use plan as approved by the Development Review Board.
- 10 LANDSCAPE PLAN. ~~With the Development Review Board submittal, the developer shall provide a landscape plan, plant palette and revegetation plan (for off season use), to the satisfaction of City staff, depicting the size, location(s), quantity of each species.~~ Within three (3) months from the completion of the Scottsdale Road improvements, the developer shall submit a revised landscape plan to the Project Coordination Manager to provide additional landscaping within the first fifty (50) feet (measured from the back of curb) of the scenic corridor along Scottsdale Road. The additional landscaping shall consist of native vegetation consistent with surrounding natural conditions which shall be subject to Project Coordination Manager review and staff approval.
- 11 PERMANENT STRUCTURES. On-site restrooms, offices, and maintenance facilities shall be housed in permanent structures if the festival(s) occupies a site of more than two-hundred and seventy (270) days in any three-year period.
- 12 REFUSE ENCLOSURE SCREENING. The refuse enclosures shall be screened by a solid wall and gate as approved in the ~~and shall be subject to Development Review Board approval~~ case 102-DR-2000.
- 13 SCENIC CORRIDOR SETBACK. A 100-foot scenic corridor setback along the east side of Scottsdale Road shall be maintained.

ENVIRONMENTAL DESIGN

- 1 ALTERATIONS TO NATURAL WATERCOURSES. Any proposed alteration to the natural state of watercourses with a 100 year peak flow rate estimated between 250 cfs and 749 cfs shall be subject to Development Review Board approval.
- 2 NON-PROTECTED NATIVE PLANTS. Native plants which are not protected by the Scottsdale Revised Code native plant provisions, but which are necessary for on-site revegetation, are suitable for transplanting, or are necessarily uprooted for road building or similar construction, as determined by city staff, shall be stockpiled during construction and shall be replanted in on-site landscape areas by the developer before the final site inspection.
- 3 OUTDOOR LIGHTING. The developer shall adhere to the lighting plan approved in the Development Review Board case 102-DR-2000, to the satisfaction of City Staff. ~~With the Development Review Board submittal, the developer shall provide a lighting detail sheet which contains all details and cutsheets of the proposed exterior lighting, as well as photometric analyses of the site, to the satisfaction of City staff. All lighting shall comply with the outdoor lighting standards of the Scottsdale Zoning Ordinance.~~

~~In addition, the following conditions shall be met at the time of Development Review Board submittal:~~

- ~~3.1. The maintained average horizontal illuminance level, at grade on the site, not including the canopy area, shall not exceed 2.5 foot-candles. The maintained maximum horizontal illuminance level, at grade on the site, shall not exceed 40.00 foot-candles.~~
- ~~3.2. The maintained average vertical illuminance at 6.0 foot above grade, along the entire perimeter of the property line (or 1 foot outside of any block wall exceeding 5 foot in height) shall not exceed 1.5 foot-candles. All exterior luminaires shall be included in this calculation.~~
- ~~3.3. The lenses of all luminaires shall meet all IESNA requirements for full cutoff, shall be aimed downward and away from property line.~~
- ~~3.4. Maximum luminaire mounting height (from parking lot grade to bottom of luminaire lens) shall not exceed 16 feet.~~
- ~~3.5. The individual luminarie lamp shall not exceed 250 foot-candles.~~
- ~~3.6. All exterior lighting shall be high pressure sodium or other "warm" sources, satisfactory to City staff.~~

CIRCULATION

- ~~1. STREET CONSTRUCTION. Before any certificate of occupancy is issued for the site, the developer, at its expense, shall dedicate the following right of way and construct the following street improvement, subject to Transportation Staff approval:~~

~~— Union Hills Drive (Mayo Boulevard) — The developer shall pave Union Hills Drive east from Scottsdale Road for a minimum distance of 200 feet. The developer shall be responsible for providing traffic control on this section of Union Hills Drive and at its intersection with Scottsdale Road to provide safe access for vehicles traveling to the site. This traffic control shall include any signing, marking, signal equipment installation, underground conduit installation, loop detector installation, etc. as directed by the city's Transportation Department.~~

- ~~2. ACCESS RESTRICTIONS. Before any certificate of occupancy is issued for the site, the developer, at its expense, shall dedicate the necessary right of way, as determined by city staff, and construct the following access to the site. Access to the site shall conform to the following restrictions (distances measured to the driveway or street centerlines):~~

- ~~a. Scottsdale Road — There shall be no direct site access to Scottsdale Road. The southbound left turn movement onto Union Hills Drive shall be prohibited during the interim termination of the Outer Loop Freeway at Scottsdale Road unless otherwise determined by the Transportation General Manager.~~
- ~~b. Union Hills Drive — There shall be a maximum of one site driveway (for public access) from Union Hills Drive. The site driveway shall be located a minimum distance of 330 feet east of Scottsdale Road.~~

1. ACCESS RESTRICTIONS. The developer shall not provide direct access to Scottsdale Road and shall not provide any new driveways to Union Hills Drive. The existing driveway from Union Hills Drive shall remain, unless relocated in accordance with a mutual written agreement between the developer and the City's Transportation Department.

- ~~3. EASEMENT REQUIREMENTS. Before any final plan approval, the developer shall obtain an ingress/egress access easement or public right of way from the property owner to the north as necessary to align travel lanes across Scottsdale Road as determined by city staff. The dedication shall be in a form acceptable to city staff.~~

- ~~4. TRAFFIC CONTROL PLAN. Within 30 days prior to the opening of the facility to the public each year of operation, the developer shall submit a Traffic Control Plan for the site, which shall be subject to city staff approval. This plan shall indicate the location and design of site driveways, traffic control devices, temporary signing and marking, and planned hours of operation. At the direction~~

~~of the Transportation General Manager, the developer shall be responsible for providing off-duty police officers to control traffic during the peak hours of operation of the proposed use.~~

- ~~5. TRAFFIC SIGNAL PARTICIPATION. Before any building permit for the site is issued, the developer shall be responsible for 100 percent of the design and construction costs, as determined by city staff, for the modification to the existing traffic signal at the intersection of Scottsdale Road and Union Hills Drive (Mayo Boulevard). The modification shall include the installation of the traffic signal equipment necessary to provide signalized traffic control for the east leg of the intersection.~~

DRAINAGE AND FLOOD CONTROL

- ~~1. CONCEPTUAL DRAINAGE REPORT. With the Development Review Board submittal, the developer shall submit a conceptual drainage report and plan subject to city staff approval. The conceptual report and plan shall conform to the Design Standards and Policies Manual – Drainage Report Preparation. In addition, the conceptual drainage report and plan shall:
 - ~~a. Identify all major wash corridors entering and exiting the site, and calculate the peak discharge (100-yr, 6-hr storm event) for a pre- versus post-development discharge comparison of ALL washes which exit the property.~~
 - ~~b. Determine easement dimensions necessary to accommodate design discharges.~~
 - ~~c. Demonstrate how the storm water storage requirement is satisfied, indicating the location, volume and drainage area of all storage.~~
 - ~~d. Include flood zone information to establish the basis for determining finish floor elevations in conformance with the Scottsdale Revised Code.~~
 - ~~e. Include a complete description of requirements relating to project phasing.~~~~
- ~~2. FINAL DRAINAGE REPORT. With the improvement plan submittal to the Project Quality/Compliance Division, the developer shall submit a final drainage report and plan subject to city staff approval. The final drainage report and plan shall conform to the Design Standards and Policies Manual – Drainage Report and Preparation. In addition, the final drainage report and plan shall provide final calculations and detailed analysis that demonstrate consistency with the accepted conceptual drainage plan and report.~~
- ~~3. STORM WATER STORAGE REQUIREMENT. Before improvement plan approval, the developer shall submit a final drainage report and plan which calculates the storm water storage volume required, V_r , and the volume provided, V_p , for the disturbed area using the 100-year, 2-hour storm event.~~

4. ~~DRAINAGE EASEMENTS. Before the issuance of any building permit for the site, the developer shall dedicate to the city, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual, all drainage easements necessary to serve the site.~~

WATER

1. SYSTEM REQUIREMENTS. Structures in this development shall be connected to the City water system. The water system for this project shall meet required health standards and be in sufficient volume and pressure for domestic use and fire protection.
2. NEW WATER FACILITIES. ~~Before the issuance of Letters of Acceptance by the Inspection Services Division,~~ The developer shall provide all water lines and water related facilities necessary to serve the site
3. WATERLINE EASEMENTS. ~~Before the issuance of any building permit for the site,~~ The developer shall dedicate to the city, in conformance with the Scottsdale Revised Code the Design Standards and Policies Manual, all water easements necessary to serve the site.

WASTEWATER

1. SEWER SERVICE. Structures in this development shall be connected to the City sanitary sewer system unless otherwise approved by the Water Resources Department. Connection to the sanitary sewer system may be made without payment of a connection fee. Provide sanitary sewer tap location on the improvement plans.
2. NEW WASTEWATER FACILITIES. ~~Before the issuance of Letters of Acceptance by the Inspection Services Division,~~ The developer shall provide all sanitary sewer lines and wastewater related facilities necessary to serve the site.
3. SEWER LINE EASEMENTS. ~~Before the issuance of any building permit for the site,~~ The developer shall dedicate to the city, in conformance with the Scottsdale Revised Code the Design Standards and Policies Manual, all sanitary sewer easements necessary to serve the site.

OTHER REQUIREMENTS

1. SECTION 404 PERMITS. With the improvement plan submittal to the Project Quality/Compliance Division, the developer' engineer must certify that it complies with, or is exempt from, Section 404 of the Clean Water Act of the United States. [Section 404 regulates the discharge of dredged or fill material into a wetland,

lake, (including dry lakes), river, stream (including intermittent streams, ephemeral washes, and arroyos), or other waters of the United States.]

2. DUST CONTROL PERMITS. Before commencing grading on sites 1/10 acre or larger, the developer shall have obtained a Dust Control Permit (earth moving equipment permit) from Maricopa County Division of Air Pollution Control. Call the county 602-507-6727 for fees and application information.

- a. Proper scarifying and compaction of the native sub-grade, together with a non-corrosive, non-toxic, non-pollutant dust palliative treatment, shall be implemented for the parking lot.
- b. The developer shall provide a proper maintenance program, should heavy rains or overuse of the parking lot require additional sub-grade treatment.

ADDITIONAL INFORMATION CASE **32-UP-2000#2**

PLANNING/DEVELOPMENT

1. DEVELOPMENT REVIEW BOARD. The City Council directs the Development Review Board's attention to:
 - a. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
 - b. landscape plan and palette to ensure adequate screening
 - c. native plant preservation and revegetation of the site
 - d. the location and screening method of all trash receptacles
2. NATIVE PLANT PRESERVATION. The owner shall secure a native plant permit as defined in the Scottsdale Revised Code for each parcel. City staff will work with the owner to designate the extent of the survey required within large areas of proposed undisturbed open space. Where excess plant material is anticipated, those plants shall be offered to the public at no cost to the owner in accordance with state law and permit procedure or may be offered for sale.
3. RETENTION BASINS. With the Development Review Board submittal, the developer shall revise the site plan to contour the retention basin(s) to blend with the natural topography, to the satisfaction of City staff.
4. PARKING. With the Development Review Board submittal, the developer shall provide parking calculations based on the gross floor area of the exhibition tent as required by Article IX Table 9.2 of the Scottsdale Zoning Ordinance, to the satisfaction of City staff.

ENGINEERING

1. RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE. The developer shall be responsible for all improvements associated with the project. Improvements shall include, but not be limited to *ditches*, storm drains, drainage structures, water systems, sanitary sewer systems, *walkways*, *decomposed granite parking areas and isles*, streetlights, *signage*, landscaping, etc. The granting of a use permit does not and shall not commit the city to provide any of these improvements.
2. FEES. *Prior to the issuance of any building permit, all applicable meter fees shall be paid.* The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or

development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.

3. STREET CONSTRUCTION STANDARDS. The streets for the site shall be designed and constructed to the standards in the Design Standards and Policies Manual.
4. CITY CONTROL OF ACCESS. The city retains the right to modify or void access within city right-of-way. The city's responsibility to promote safe conditions for the traveling public takes precedence over the stipulations above.

CELEBRATION OF FINE ART

Traffic Impact Assessment
32-UP-2000#2

This report was obtained from the original use permit (32-UP-2003) application for the site. The Transportation Department has determined that no further assessment is required, with this application (32-UP-2000#2), subject to conformance to the original case stipulations.

Traffic Engineering has reviewed this proposal with respect to access and safety. This site is for the Celebration of Fine Art and is supported by the Transportation Department subject to the conditions outlined in this report.

The applicant will be responsible for providing any additional traffic control at the intersection of Scottsdale Road and Union Hills Drive to provide safe access to the site as determined by our Transportation Department. This will include construction of an additional traffic signal pole and equipment as well as paving a portion of Union Hills Drive east of the intersection. It is anticipated that the southbound left-turn movement from Scottsdale Road onto Union Hills Drive will be prohibited during the 2001 season due to freeway construction.

The Celebration of Fine Art event has occurred in the past at two other locations adjacent to Scottsdale Road. The event typically runs for several weeks, and daily traffic estimates are 500 trips per day (250 vehicles). This trip generation is provided by the applicant based on observations made during past operations of the event. These observations indicate that traffic impact will be minimal. Past experience has been that event traffic arrives and departs sporadically throughout the day, typically between normal AM and PM peak commuter hours. Since the traffic impacts are minimal, a formal traffic impact study was not requested by staff or submitted by the event promoter.

During the proposed dates of this event, other special events are scheduled to occur in the vicinity. The most significant event is the Phoenix Open at the TPC (Tournament Players Club). The TPC is located near Hayden Road and Princess Boulevard, and primary access to the TPC is via Hayden and Bell. There are additional events during February and March, most notable are tennis tournaments held at the Princess resort. The tennis events typically generate arrival and departure peak traffic demands that should not conflict with the arts festival traffic at the Scottsdale Road and Mayo Boulevard location. Traffic Engineering staff will monitor the Scottsdale Road and Mayo Boulevard intersection during the arts festival event, and during the other special events mentioned above. Signal timing adjustments will be made as necessary, and police control will be required to address peak event traffic if operations problems occur.

Applicant: Earl, Curley, and Lagarde
Contact: Lynne Lagarde
Phone: 602-265-0094

Developer: Celebration of Fine Art
Contact: Tom Morrow
Phone: 480-443-7695

The purpose of this report is to summarize the efforts made regarding neighborhood outreach with respect to the Use Permit Extension for Celebration of Fine Art. As outlined on our Community Input Certification form submitted with our application we contacted representatives of all of the surrounding property owners within 750 feet of the site. —In fact, we extended beyond this boundary in contacting the Scottsdale Princess. Most of the initial contacts were done by phone. There is no known opposition to the requested Use Permit Extension for Seasonal Arts Festival. Written correspondence has been provided as attachments to this letter.

The list of contacts is as follows:

June-September 2002:	Jack Razor, Westcor/Chauncey 602-953-6270 (letter attached)
July 2002:	John Pye, Scottsdale Princess 480-585-4848 (letter attached)
August 2002:	Kimberly Hitchens, Princess HOA 480-451-7418
November 2002:	Mike Withey, Lund Cadillac 602-230-0600
December 2002:	Greg Mast, Lund Cadillac
December-February 2002:	Greg Hanks, Corrigans (602) 916-5309
February 2003:	Paradise Valley Unified School District 69

Land Owner: State Land Department – State of Arizona issued a Permit on May 2002 for the operation of a seasonal arts festival on this site.



CASE NO: 32-UP-00#2

PROJECT LOCATION: Celebration of Fine Art SEC Scottsdale : Mayo Blvd.

COMMUNITY INPUT CERTIFICATION

It is valued in the City of Scottsdale that all applicants for rezoning, use permit, and/or variances will inform, and will invite input from neighboring residents, affected school districts, and other parties that may be impacted by the proposed use. The applicant shall submit this completed certification with the application as verification that such contact has been made.

DATE	NAME (Person, Organization, Etc. and Address)	Type	Of	Contact
		Meeting	Phone	Letter
July 24, 02	John Pye	Fairmont Princess	480 - 585-4848	✓
June 2002	Jack Rasor	Westcor (Chauncey)	initial	contact
Aug 2002	Jack Rasor	Westcor (Chauncey)		✓
Sept 2002	"	"	response	
Feb 2003	School District			✓
Aug 14, 2003	Kimberly Hitchens	Princess HOA	✓	
Nov 26, 2002	Mike Whitney	Lund Cadillac	✓	
Dec 27, 2002	Greg Mast	Lund Cadillac	✓	✓
Dec 27, 2002	Greg Hanks	Corrigone	✓	✓
Feb 2003	Greg Hanks	Corrigone	✓	✓

Michelle Hammond

Signature of owner/applicant

Feb 14, 2003

Date 32-UP-2000#2
2/19/2003

westcor

Jack Rasor
Executive Vice President

September 4, 2002

SENT VIA FAX NO. 602-265-2195

Lynne A. Lagarde
Earl, Curley & Lagarde, P.C.
3101 N. Central Avenue
Suite 1000
Phoenix, AZ 85012

Dear Lynne:

RE: CELEBRATION OF FINE ART/SCOTTSDALE AND UNION HILLS

Your letter of August 30th is fine with the following clarification:

"...any additional intersection improvements beyond those already constructed in association with...."

With this clarification, your letter is acceptable.

Sincerely,



Jack Rasor

/jd

cc w/encl: Tom Chauncey, II
Steve Harrett
Jerry Hirsch
Roger Juszcak

WESTCOR PARTNERS
11111 North Tatum Boulevard
Phoenix, Arizona 85028-3395
Tel 602/953-6270
Fax 602/953-6298
E-mail: jrasor@westcor.com

EARL, CURLEY & LAGARDE, P.C.
ATTORNEYS AT LAW

Telephone (602) 265-0094
Telefax (602) 265-2195

3101 N. Central Avenue
Suite 1000
Phoenix, Arizona 85012

August 30, 2002

John F. Rasor
Executive Vice President
Westcor Partners LLC
11411 N. Tatum Blvd.
Phoenix, AZ 85028-2399

Re: Celebration of Fine Art/Scottsdale and Union Hills

Dear Jack:

This is to confirm our conversation this morning relative to the Celebration of Fine Art Use Permit extension. On behalf of WestRanch Properties, L.L.C. (SWC Scottsdale Road and Mayo Boulevard) and Jaren Associates #4, Paradise Ridge Parcel 4 (a.k.a., Scottsdale/101 Power Center) (NWC Scottsdale Road and Mayo Boulevard), as their authorized representative, you advised that there is no objection to the extension of the Use Permit for the Celebration of Fine Art at the above-referenced location or to the removal of the timing limitation stipulation, provided that the City of Scottsdale does not attempt to exact from these entities any additional intersection improvements beyond those already required in association with the previously approved developments on these two corner parcels.

Thank you very much for your assistance in this matter.

Very truly yours,



Lynne A. Lagarde

LAL/dmh

Cc: Tom Morrow

Q:\INDEX\Celebration of Fine Art\JF\Rasor.doc

July 24, 2002

City of Scottsdale
7447 E. Indian School Road
Scottsdale, AZ 85251

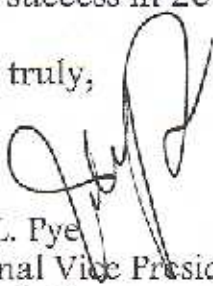
RE: Renewal of Existing Use Permit for the
Celebration of Fine Arts 2003

To Whom It May Concern:

On behalf of the Fairmont Scottsdale Princess and the Scottsdale Princess Community Association, this is to advise the City of Scottsdale that we strongly support the renewal of the Use Permit for the Celebration of Fine Art's Festival at the existing location on the east side of Scottsdale Road at the Mayo/Union Hills alignment.

We look forward to supporting the Celebration of Fine Arts and wish them much success in 2003.

Yours truly,


John L. Pye
Regional Vice President and
General Manager



EARL, CURLEY & LAGARDE, P.C.
ATTORNEYS AT LAW

Telephone (602) 265-0094
Fax (602) 265-2195

3101 North Central Avenue
Suite 1000
Phoenix, Arizona 85012

February 17, 2003

Dr. Tom Krebs, Superintendent
Paradise Valley Unified School District #69
15002 N. 32nd Street
Phoenix, AZ 85032

Re: Celebration of Fine Art/ Southeast corner of Scottsdale
Road and Mayo Boulevard
Use Permit Extension

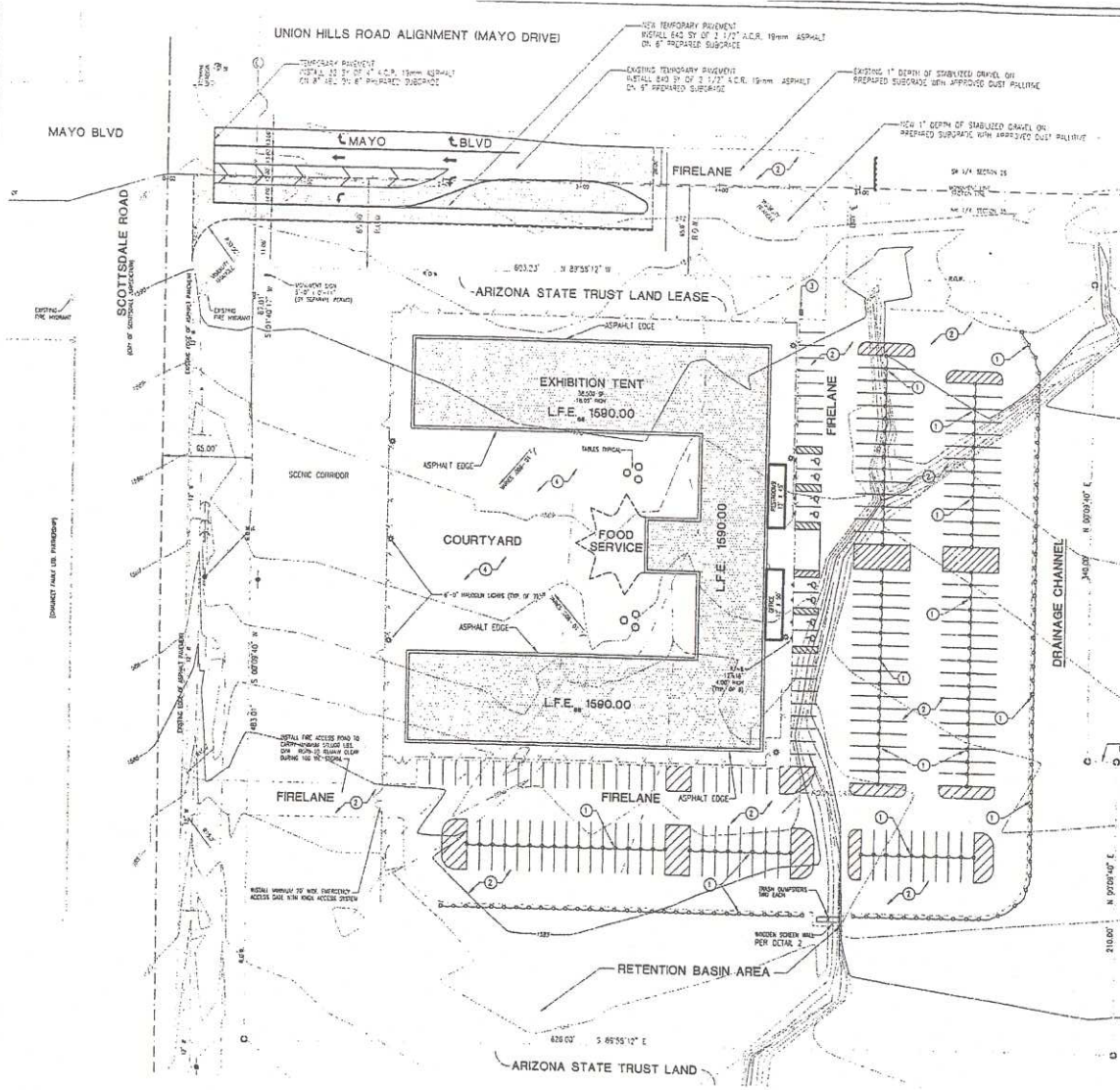
Dear Dr. Krebs,

Our firm represents the Celebration of Fine Art and the City of Scottsdale has required us to notify the School District as part of our Use Permit application for Seasonal Arts Festival. You may already be familiar with our event. It is currently located on the southeast corner of Scottsdale Road and Mayo Boulevard (Union Hills). The event typically runs from mid-January to the end of March each year and has been at the current location for the past three years. However, the Celebration of Fine Art has been running locally for a total of 13 years at various locations along Scottsdale Road. We are currently requesting an extension of the existing Use Permit to operate in the same location for 2004 and the years to follow. We do not feel that this request will impact the School District but wanted you to be aware of our activity with the City of Scottsdale. Please feel free to call me with any questions.

Sincerely,



Michele Hammond, AICP
Planning Consultant



LEGAL DESCRIPTION:

PARCEL 210 BY COA 2000, M/C 124, 20 LOT, BLOCK 12, 1A, DATE PLAT NO. 16, CONE 10TH

PROJECT INFORMATION:

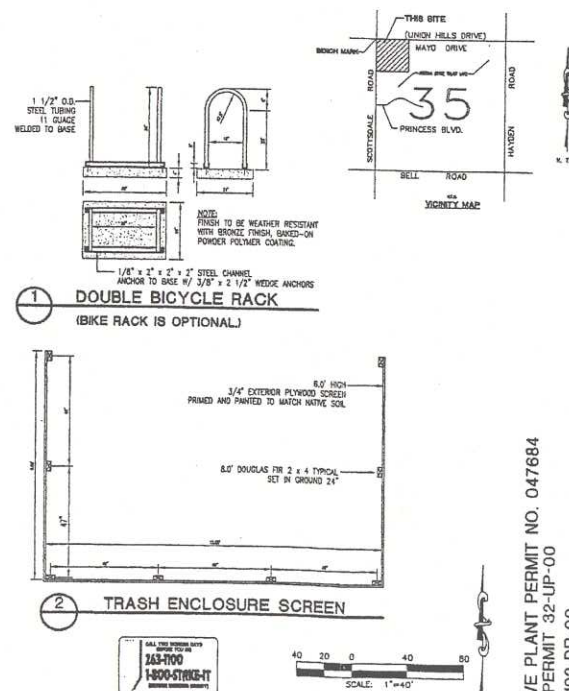
N^W SITE AREA: 1.74 ACRES (121,100 SF)
 TENT AREA: 32,500 SF (11,472)
 OPEN SPACE: 118,000 SF (128,000)
 CURBENT PARKING: 750 / 700
 B. ACCESSIBLE PARKING SPACES PROVIDED
 210 PARKING SPACES PROVIDED
 * DOUBLE BICYCLE RACK PROVIDED

LEGEND NOTES:

- 1 EXISTING POST AND CHAIN PARKING BARRIER
- 2 PROVIDE DUST CONTROL, PREVENTIVE PER C.O.S. PERFORMANCE REQUIREMENTS
- 3 PROVIDE DOUBLE BICYCLE RACK PER DETAIL 1 SHOWN ON THIS SHEET
- 4 PROVIDE TURF COURTYARD BY RETENTION PER LANDSCAPE PLAN

SITE PLAN NOTES:

1. NO EXTERIOR PUBLIC ADDRESS OR SPEAKER SYSTEM SHALL BE PERMITTED.
2. COUNTRYMAN UNBELLAS, IF UNBELLAS, SHALL BE SOLID COLORS AND SHALL NOT CONTAIN ANY ADVERTISING IN THE FORM OF SIGNAGE OR LOGO.
3. AT THE END OF THE EVENT PERIOD, FOR EACH YEAR, ALL TEMPORARY STRUCTURES SHALL BE REMOVED TO INCLUDE THE TENT, TEMPORARY OFFICE, TEMPORARY RESTROOM TRAILERS, REFUSE CONTAINERS AND SCREEDING DEVICES.
4. THE ASPHALT PAV UNDER THE TENT SHALL BE PAINTED A COLOR CONSISTENT WITH THE MARINE SOLS ON SITE WITH COLORS AND MATERIALS TO MATCH THE TENT.
5. ALL GROUND UNBELLAS MECHANICAL EQUIPMENT SHALL BE COMPLETELY SCREENED BY TEMPORARY SCREEN WALLS WITH COLORS AND MATERIALS TO MATCH THE TENT.
6. THE DEVELOPMENT SHALL COMPLY WITH ALL CODES, ORDINANCES, USE PERMIT REGULATIONS AND DEVELOPMENT REVIEW BOARD REGULATIONS.
7. REFUSE ENCLOSURE SHALL BE SCREENED BY TEMPORARY SCREENING TO THE SATISFACTION OF THE DEVELOPMENT REVIEW BOARD. THE REFUSE ENCLOSURE SHALL BE REMOVED FROM THE SITE WITHIN TWO WEEKS OF CLOSING OF BUSINESS FOR THE SEASON IN CONFORMANCE WITH USE PERMIT CASE 32-UP-00.
8. ALL SIGNAGE REQUIRES SEPARATE PERMIT AND REVIEW.
9. THE DEVELOPER/OPERATOR SHALL PROVIDE OUTDOOR LIGHTING TO THE SATISFACTION OF THE PROJECT COORDINATION MANAGER, THAT IS IN CONFORMANCE WITH OUTDOOR LIGHTING CONDITIONS IN CASE.
10. ALL OUTDOOR LIGHTING SHALL BE A MAXIMUM 10'-0" IN HEIGHT FROM GROUND AND SHALL BE REMOVED WITHIN TWO WEEKS OF CLOSING OF BUSINESS FOR THE SEASON IN CONFORMANCE WITH USE PERMIT CASE 32-UP-00.
11. THE TEMPORARY CHAIN-LINK FENCE SHALL NOT EXCEED 6'-0" IN HEIGHT ABOVE GRADE AND SHALL NOT CONTAIN BARBED WIRE, RAZOR WIRE/TAPE OR CONCRETE WALLS.
12. ALL TEMPORARY CHAIN-LINK FENCING SHALL BE REMOVED WITHIN TWO WEEKS OF CLOSING OF BUSINESS FOR THE SEASON IN CONFORMANCE WITH USE PERMIT CASE 32-UP-00.
13. ALL SIGN VISIBILITY TRIANGLES SHALL BE CLEAR OF LANDSCAPING, SIGNAGE OR OTHER VISIBILITY OBSTRUCTIONS WITH A HEIGHT COATED FROM 7'-0" TO 12'-0" WITHIN THE SIGN VISIBILITY TRIANGLE SHALL HAVE A CANOPY LINE ELEVATION.
14. TENTS REQUIRE FIRE DEPARTMENT PERMITS.
15. ALL TURF AREAS SHALL BE LET TO GO DORMANT WITHIN TWO WEEKS OF CLOSING OF BUSINESS FOR THE SEASON IN CONFORMANCE WITH USE PERMIT CASE 32-UP-00.
16. NO SPOTS, DECORATIONS, LIGHTING, ATTACHMENTS OR OTHER DEVICES/MATERIALS, WITH THE EXCEPTION OF THE FIRE DEPARTMENT KNIFE BOX SHALL BE ATTACHED TO THE TEMPORARY FENCING WITHOUT COMMUNITY DEVELOPMENT STAFF APPROVAL.
17. DUST PALLIATIVE SHALL BE APPLIED TO THE RECOMPOSED GRANITE PARKING SURFACE AT REGULAR INTERVALS.



NATIVE PLANT PERMIT NO. 047684
 USR PERMIT 32-UP-00
 DRB 102-DR-00
 C.O.S. 4764-00

ATTACHMENT #9

kolinski inc.
 civil engineers
 315 West San Juan Avenue
 Phoenix, Arizona 85013
 602 774-1191
 602 774-0023 Fax
 kolinski@earthlink.net

REVISIONS

NO.	DATE	DESCRIPTION
1	01/02/02	ISSUED FOR PERMIT

**SCOTTSDALE CELEBRATION
 OF FINE ARTS 2003**

SCOTTSDALE, ARIZONA
 18555 NORTH SCOTTSDALE ROAD

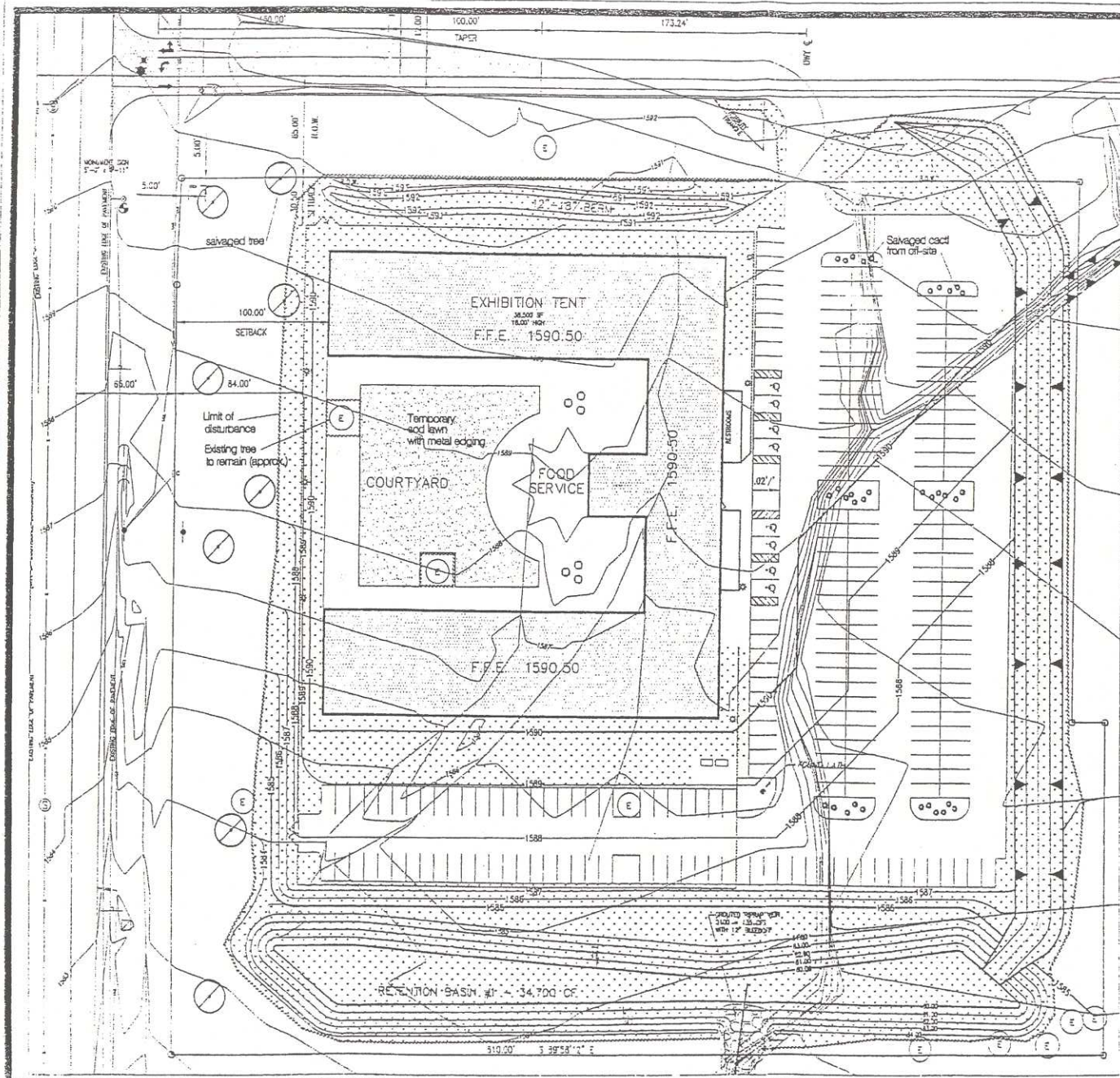
DATE: OCT 02
 JOB NO.: 2002-40
 PROJECT: B.K.
 DRAWING BY: NAK
 CHECKED BY: B.K.
 IN CHARGE: B.K.

SITE PLAN

C1.1S

REVISION: 3 OF 3

32-UP-2000#2
 11/10/2003



Revegetation and Planting
 This is a seasonal temporary 6-acre facility on Arizona State Land. A substantial portion of the land is previously disturbed by dirt roads and off-road activity.

Refer to native plant salvage program by Complete Custom Development. There are 25 salvageable plants consisting of Mesquite, Palo Verde and a single Ironwood. About 10 will remain in place and 15 salvaged and re-planted to the Scenic Corridor along Scottsdale Road and irrigated by a temporary drip system. This will be confirmed by field-staking.

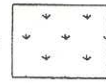
All disturbed ground will be hydroseeded and irrigated by temporary spray systems.

HYDROSEED SPECIFICATIONS:

Apply the following mix at the indicated rate to all disturbed ground except for on-impaved landscape areas:
 NOTE: SEED MIX MAY VARY BASED ON AVAILABILITY OR COST AT TIME OF BID. SUBMIT PROOFS OF PURCHASE FOR ALL MATERIALS AND CERTIFICATION FROM APPLIER AS TO RATE AND DATE OF APPLICATION.

DESERT REVEGETATION SEEDING:

- Seed: 27 lbs. PLS per acre as specified.
- Wood fiber mulch, 2000 lbs per acre
- Fertilizer: 23-13-0 at 250 lbs/acre
- Tackifier: Polyurethane binder 100 lbs/acre
- Seed: 10 lbs/acre per acre
- Antennaria canadensis (Sunset): 10
- Eriogonum fasciculatum (Sagebrush): 3
- Eriogonum fasciculatum (AZ, Buckwheat): 1
- Sarcobatus amplexicaulis (Desert Cholla): 1
- Rehmannia elaeagnifolia (Desert Marigold): 1
- Acacia greggii (Greasewood): 1
- Larrea tridentata (Cholla Bush): 2
- Phacelia campanularia (Desert Bluebell): 1
- Parthenocissus (Indian Wreath): 2
- Lycium scariosum (Desert Yucca): 1
- Gutierrezia serotina (Cholla): 1
- Cylindropuntia (Cholla): 1
- Sarcobatus amplexicaulis (Desert Cholla): 1
- Scorobolus elaeagnifolia (Desert Marigold): 1
- TOTAL: 27 LBS PLS



Lead Planning
 Site Planning
 Landscape Architecture
 Studio L.L.C.
 7000 East McDowell Avenue
 Phoenix, Arizona 85006-4994
 Phone: (602) 994-7332
 Fax: (602) 994-7333
 Email: info@studio-llc.com



Celebration of Fine Art
 Scottsdale, Arizona
 Regeneration Plan



Region	Year
1	2000
2	2001
3	2002
4	2003
5	2004
6	2005
7	2006
8	2007
9	2008
10	2009
11	2010
12	2011
13	2012
14	2013
15	2014
16	2015
17	2016
18	2017
19	2018
20	2019
21	2020
22	2021
23	2022
24	2023
25	2024
26	2025
27	2026
28	2027
29	2028
30	2029
31	2030

32-UP-2000#2
 2/19/2003

PLANNING COMMISSION REPORT



MEETING DATE: April 22, 2003

ITEM NO. _____ GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT

Park Site at DC Ranch Planning Unit 1

REQUEST

Master Site Plan approval for a future public park at DC Ranch on a 12.8 +/- acre parcel located near the southeast corner of Pima Road and Union Hills Road with Open Space and Planned Community District (OS/PCD) zoning.

1-MP-2003

Key Items for Consideration:

- Master Site Plan approval of neighborhood park site is required for dedication to the City of Scottsdale.
- The proposed master site plan lays the foundation for park planning for this site.
- The Master Site Plan depicts potential uses within the park that are consistent with DC Ranch and the Vision 2010 Parks Master Plans.
- The Master Site Plan shows proposed street, trail, and path connections, general activity areas, and proximity to neighborhoods.
- Parks and Recreation Commission recommended approval.

Related Policies, References:

54-ZN-1989#1 thru 6, 5-MP-2002, Development Agreement #890074A, Community Facilities District

OWNER

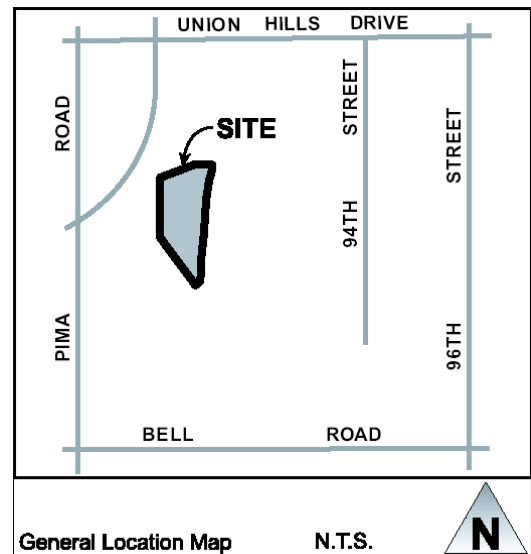
DC Ranch LLC
480-367-7000

APPLICANT CONTACT

Shelly McTee, 602-955-3452
Biskind Hunt & Taylor, P.L.C.

LOCATION

Parcel 1.4 - Southeast of the intersection of Pima Rd & Union Hills Dr.
(Planning Unit I in DC Ranch)



BACKGROUND

Zoning.

DC Ranch is a master planned community. The site is zoned Open Space/Planned Community District (OS/PCD), which allows municipal uses, parks, golf courses, and other open space recreational uses.

General Plan.

The General Plan Land Use Element designates the property as Developed Open Space. This category includes parks and other recreation areas.

Context.

The site is located in Planning Unit I of DC Ranch, which is generally located between Pima Road to the west and 94th Street to the east, and between Union Hills Road to the north and Bell Road to the south. Planning Unit I area is open desert that has been used for cattle grazing. Planning Unit I is zoned for residential, commercial, and industrial land uses, has land allocated for a public park, has a natural alluvial fan drainage system, and is relatively flat (lower desert landform).

This park parcel consists of 12.8 acres and is located near the southeast corner of the Pima Road and Union Hills Drive intersection. The park will have access from the future 91st Street to the east connecting Union Hills Drive to Bell Road, and a new street to the north connecting Pima Road to 91st Street.

The property is surrounded by Single Family Residential District (R1-7/PCD) to the east, Commercial Office District (C-O/PCD) to the north, and Industrial Park District (I-1/PCD) to the south and west. A power line corridor abuts the south side of the property, which will be used as part of a citywide path and trail system that will connect to the park.

**APPLICANT'S
PROPOSAL****Goal/Purpose of Request.**

DC Ranch was approved with a development agreement consisting of stipulations and a set of procedures for developing the master planned community. Section 3.11 (Park Site Dedication/Improvements) of this development agreement states the process for dedication of park sites to the City (Attachment #9).

The applicant proposes to dedicate the 12.8-acre subject parcel for a future city neighborhood park site. As part of this dedication process, a master site plan must be reviewed and recommended by the City's Parks and Recreation Commission and Planning Commission. It also must be approved by the City Council. Dedication is necessary because the applicant is concurrently moving through the final subdivision plat processes for parcels within Planning Unit I. Without the dedication, the applicant cannot proceed with the final plat processes and approvals by the City Council.

The future neighborhood park will likely include lighted sport courts, playground equipment, turf and desert open spaces, restroom facilities, and parking. The park site will also have a trailhead and connect with the planned trail along the power line corridor to the south of the property. This park will not have sports field lighting.

The master site plan process is similar to the City's Municipal Use Master Site Plan process, which receives Planning Commission recommendation and City Council approval. However, the two processes are separated out per the detailed requirements outlined in the development agreement. Once dedicated, the City's Community Services Department can file a Municipal Use Master

Site Plan and proceed to the Parks and Recreation Commission, the Planning Commission, and the City Council. The Community Services Department has indicated that they expect to file the Municipal Use Master Site Plan design within the next 5 years.

IMPACT ANALYSIS**Traffic.**

Roads identified in the approved Master Circulation Plan will be constructed as part of a joint effort between the developer and an approved Community Facilities District. The Communities Facilities District will construct Union Hills Drive, 94th Street, and the Loop Road (91st Street) by the summer of 2004.

Development of a neighborhood park would result in an estimated 316 daily trips. There would be an estimated 13 trips during the a.m. peak hour, and 25 trips during the p.m. peak hour. Site generated traffic will primarily utilize 91st Street, a minor collector roadway, to access the site. A street connection from Pima Road is also planned to provide site access although the access will be restricted at the Pima Road intersection.

Airport Vicinity.

According to the City's adopted Noise Compatibility Plan (NCP), parks are an acceptable land use in this location (see attachment #8 for airport correspondence).

Water/Sewer.

The developer will install new water and sewer infrastructure, which will be available to serve this site.

Police/Fire.

Police and fire facilities exist in the DC Ranch Master Planned Community, and no service impacts are anticipated.

Community involvement.

DC Ranch has posted this development on its intranet website, has posted notice of the hearing on site, and has met with the Ironwood Village neighborhood to the north. There have been no comments regarding this case. The Parks and Recreation Commission recommended approval of the master site plan at its April 2, 2003 meeting (See Attachment #10 for meeting minutes).

Community Impact.

DC Ranch has prepared Master Development Plans to address water, wastewater, drainage, and circulation issues, as well as a master environmental design plan. This neighborhood park will serve the future DC Ranch neighborhood directly to the east. In addition to the land dedication, the development agreement requires the developer to contribute \$175,000, or other on-site improvements, for the park (contribution has previously been made).

**STAFF
RECOMMENDATION****Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE
DEPT(S)**

Planning and Development Services Department
Current Planning Services

Community Services Department
Parks Recreation and Facilities

STAFF CONTACT(S)

Tim Curtis
Project Coordination Manager
480-312-4210
E-mail: tcurtis@ScottsdaleAZ.gov

Gary Meyer
Parks/Trails Planning Manager
480-312-2357
E-mail: gmeyer@ScottsdaleAZ.gov

APPROVED BY

Tim Curtis
Project Coordination Manager
Report Author

Randy Grant
Chief Planning Officer

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Traffic Impact Summary
7. Citizen Involvement
8. Airport Correspondence
9. Park Site Dedication, Improvements
(From Development Agreement #890074A)
10. 4/2/03 Parks & Recreation Commission Minutes
11. Site Plan

Project Narrative

Master Site Plan DC Ranch Parcel 1.4

Park Site to be Dedicated to City of Scottsdale

This application requests recommendations of approval from the Parks and Recreation Commission and the Planning Commission and City Council approval of a master site plan for a public park on Parcel 1.4 at DC Ranch. Parcel 1.4 is located south of the southeast intersection of Pima Road and Union Hills Drive, within Planning Unit I at DC Ranch.

Pursuant to the DC Ranch Second Amendment to Development Agreement dated October 19, 1998 (the "Development Agreement"), the developer, DC Ranch L.L.C., is obligated to dedicate land within DC Ranch for park sites. The dedication of Parcel 1.4 will fulfill all obligations of DC Ranch L.L.C. under the Development Agreement relative to park site dedications.

Prior to the dedication to the City of any park site within DC Ranch, DC Ranch L.L.C. is required to obtain City Council approval of a master site plan. Upon approval by the City Council, DC Ranch L.L.C. will dedicate Parcel 1.4 to the City. Subsequently, in accordance with the City's typical process, the City will be required to obtain municipal use master site plan approval prior to commencing the construction of park amenities.

In the Development Agreement, a park site is required to be sited within Planning Unit I. The conceptual planning of Planning Unit I depicted a potential park site generally in the area of the intersection of the Union Hills Drive alignment and 94th Street. As the planning of Planning Unit I has evolved and with guidance from the City's Parks and Recreation staff, it was determined that the park site would be more appropriate in a location which would be regional in nature. Accordingly, it was mutually determined that what is now referred to as Parcel 1.4 within Planning Unit I would be the ideal location for the public park.

Parcel 1.4 is located south of the southeast intersection of Pima Road and Union Hills Drive. The approximately 12.8 gross acre site is zoned open space (OS). The site is bordered by Arizona State Land Department property zoned I-1 to the west, by C-O zoned property to the north, by a local collector (the "Loop Road") to the east with R1-7 zoned property to the east of the Loop Road, and by a power line and I-1 zoned property to the south.

ATTACHMENT #1

1-MP-2003

2/7/2003

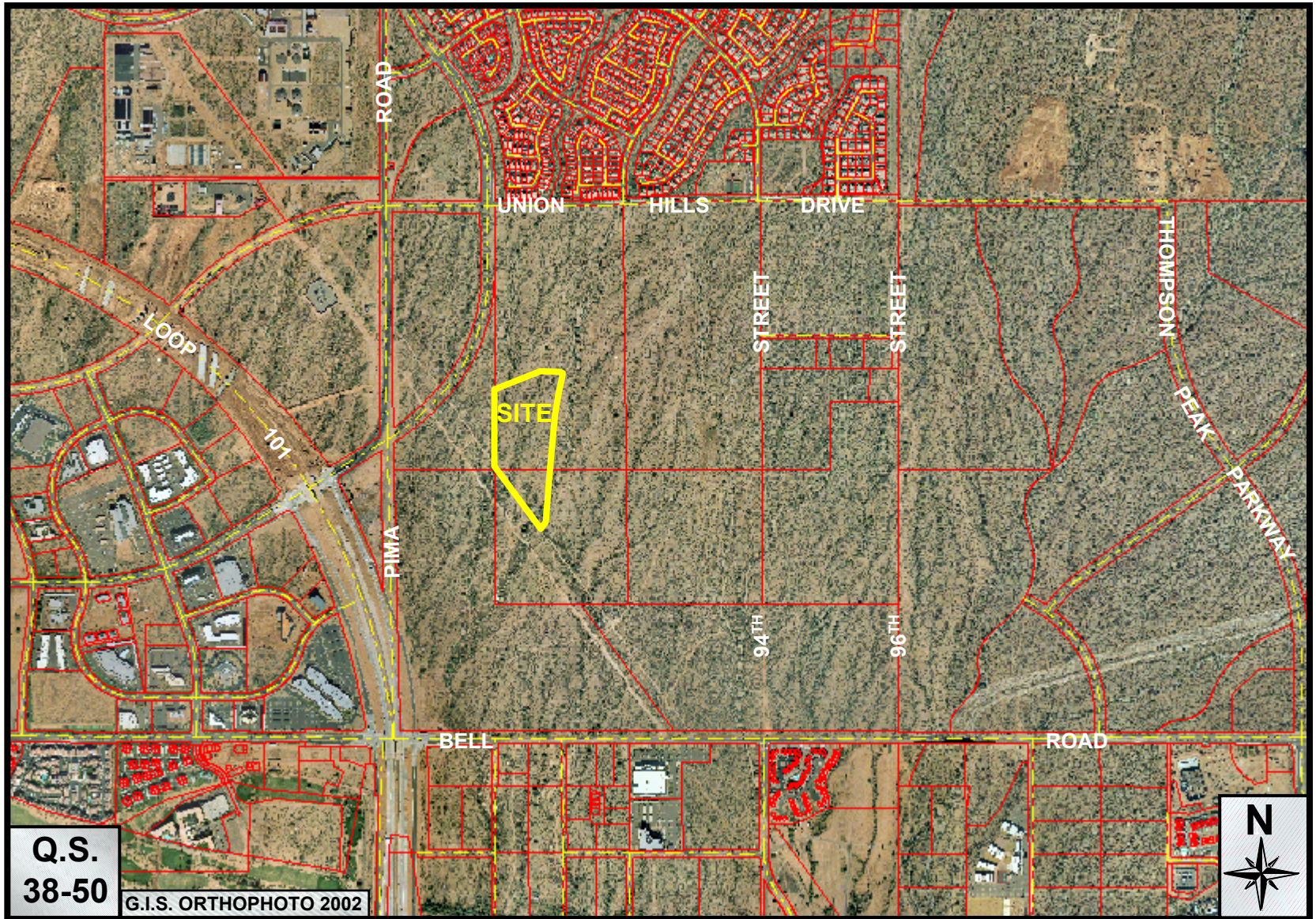
In siting the park, several issues were taken into consideration, including:

- Regional Nature of Site. Parcel 1.4 is located along the Loop Road within Planning Unit I and DC Ranch. Access to the site will be from the Loop Road, south of Union Hills Drive and with a direct connection to Pima Road planned.
- Site Configuration. The configuration and size of the site will allow both active and passive uses with ample space for parking.
- Land Use Compatibility. The site is compatible with the surrounding zoning and planned land uses. Across the Loop Road to the east single-family residential is being planned. To the west, north and south the property is zoned either commercial or industrial.
- Connectivity. The site provides excellent connectivity south to the City's regional path and trail system as well as to the path and trail system within DC Ranch.

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1-MP-2003

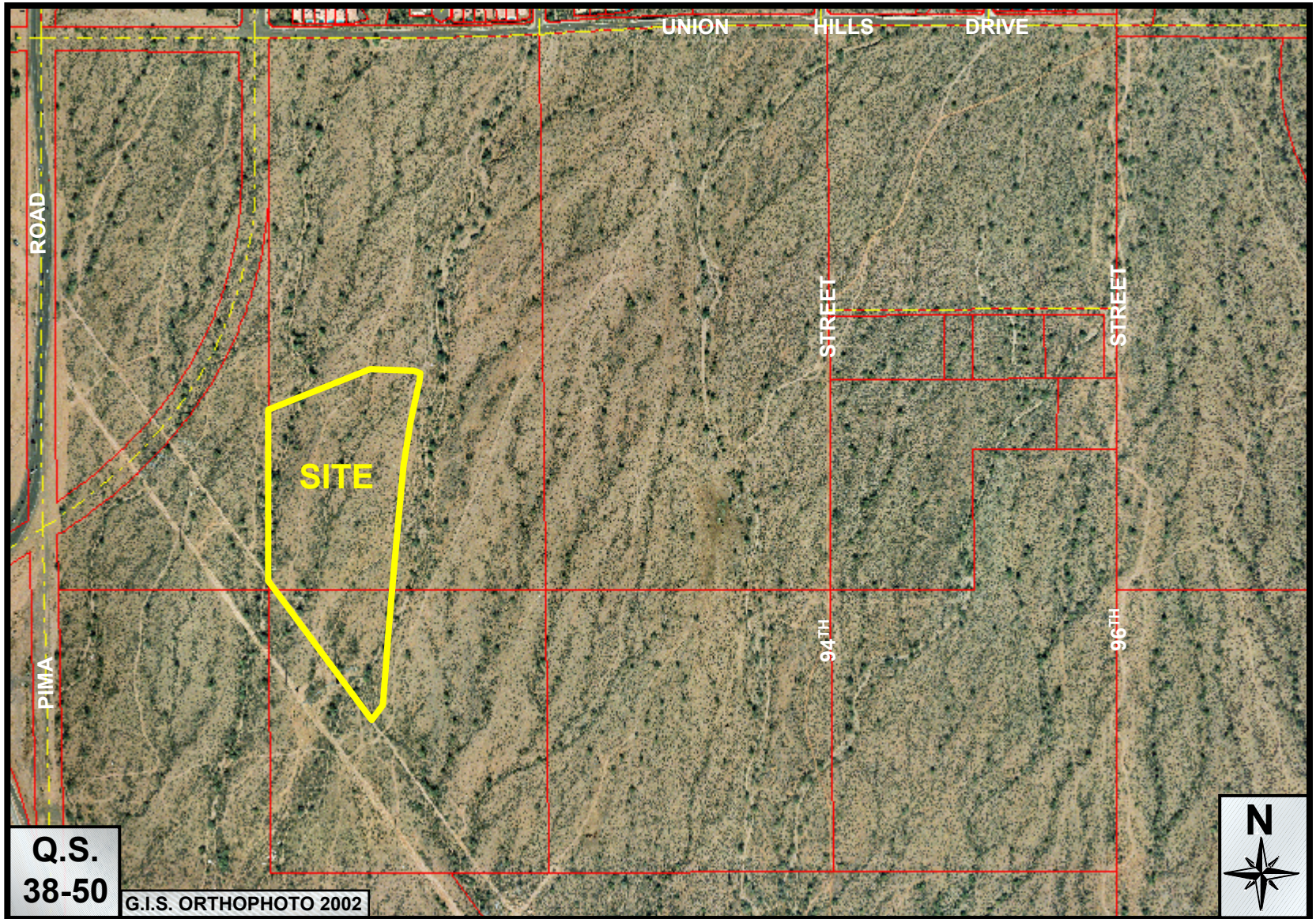
2/7/2003



DC Ranch Parcel 1.4

1-MP-2003

ATTACHMENT #2

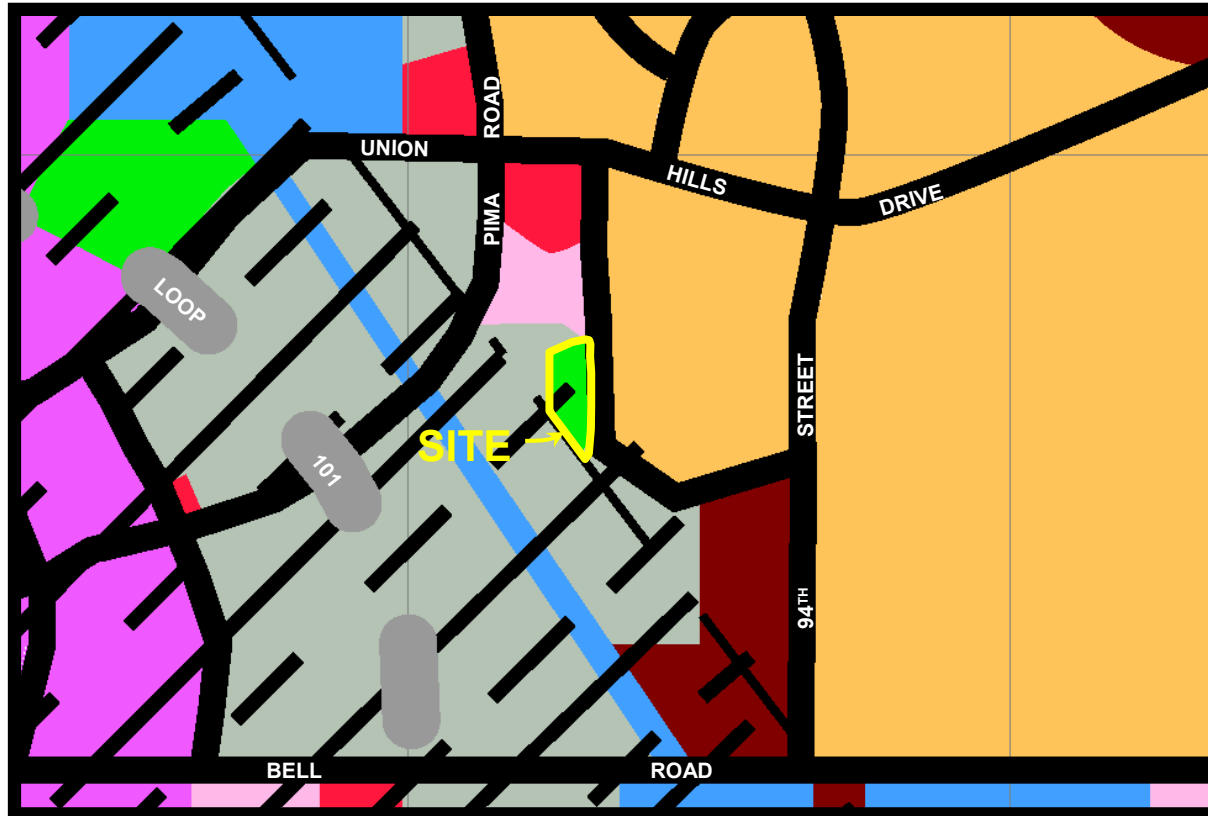


DC Ranch Parcel 1.4

1-MP-2003

ATTACHMENT #2A

General Plan



1-MP-2003
ATTACHMENT #3

Adopted by City Council October 30, 2001
Ratified by Scottsdale voters March 12, 2002
revised to show McDowell Sonoran Preserve as of April 2, 2002

STIPULATIONS FOR CASE 1-MP-2003

PLANNING/ DEVELOPMENT

1. FINAL LOCATION. Prior to development of this site to the City of Scottsdale, the City shall obtain municipal use master site plan approval through subsequent public hearings before the Planning Commission and City Council; at which time, the final location of the amenities shall be determined.
2. PARK SIGN. Within sixty (60) days of land dedication to the City, the City shall post a minimum 4 ' x 4' sign along the Loop Road facing the residential area to the east. The sign shall state "Future City of Scottsdale Park", and also provide details on how to obtain additional information.

TRAFFIC IMPACT ANALYSIS SUMMARY

PARK SITE - DC RANCH PLANNING UNIT 1

1-MP-2003

EXISTING CONDITIONS

The subject site is located near the southeast corner of Pima Road and Union Hills Drive. The parcel is identified as Parcel 1.4 of DC Ranch's Planning Unit I. Pima Road, to the west of the site, is designated as a parkway, which typically consists of three lanes in each direction. Currently the street is constructed with two lanes in each direction with a center left-turn median. Union Hills Drive, one-quarter mile north of the site, is designated as minor arterial. It is currently constructed as a half street, with one lane in each direction. Union Hills does not connect to the existing Pima Road alignment. Pima Road has a design capacity of 35,000 vehicles per day; Union Hills Drive has a design capacity of 5,000 vehicles per day.

Facilities: The site is currently undeveloped. The DC Ranch land use plans and master plans identify the parcel as a neighborhood park.

Site Access: The site does not have existing access. The parcel is separated from Pima Road by property owned by the State Land Department. The parcel is separated from Union Hills Drive by property that is part of DC Ranch. This property is planned to be developed as part of their Planning Unit I; however, there is no existing development or infrastructure.

Traffic: Currently on Pima Road there are approximately 42,500 vehicles per day. On Union Hills Drive, which currently does not connect to Pima Road or to any major roads to the east, there is a negligible amount of traffic.

PROPOSED DEVELOPMENT

Facilities: The 12-acre park site will contain areas for both active and passive recreational uses. The playground and open recreation areas would be similar to those found in other public parks within the city.

Site Access: The street system in the vicinity of the site is being planned and developed as part of the DC Ranch Planning Unit 1. The Planning Unit 1 Master Circulation Plan identifies the streets that will be constructed that will ultimately provide site access. These streets include Pima Road, Union Hills Drive, 94th Street, and 91st Street. 94th Street is planned to be constructed as a two lane minor collector with a center turn lane from Union Hills Drive to Bell Road; the design capacity is 15,000 vehicles per day. 91st Street is also planned to be constructed as a two lane minor collector with a center turn lane; the design capacity is also 15,000 vehicles per day. Additional right-of-way is being dedicated along 91st Street to accommodate future widening to a five lane cross section if necessary. A two-lane local collector roadway will connect 94th Street to 91st Street near the south side of the park site; the local collector is 5,000 vehicle per day. Union Hills Drive is planned to be constructed as a four-lane minor arterial. Pima Road will be constructed as six-lane parkway by the City of

Scottsdale. The final alignment for Pima Road in this area has not yet been determined. Union Hills Drive, 94th Street, and the Loop Road are all planned to be constructed as a Communities Facilities District (CFD) by DC Ranch. It is anticipated that the streets will be constructed by the summer of 2004.

There is also a proposed connection from Pima Road to 91st Street, which would be located along the north side of the park site. It is assumed that this intersection on Pima Road will be unsignalized and restricted to left-in, right-in, right-out access at Pima Road.

The site driveways are anticipated to be located on 91st Street.

Traffic: The estimated trip generation for the proposed park site is shown in the table below. This trip generation values are from the Planning Unit 1 Master Circulation Plan and are based on data in the Institute of Transportation Engineer's *Trip Generation*.

Trip Generation

Land Use	Daily Total	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
City Park	316	7	6	13	13	12	25

Additional Information:

The final alignment for Pima Road has not been determined and impacts access to this site. The existing Pima Road does not follow the City's General Plan alignment. The City's Transportation Department is currently working with the concerned citizens and property owners to develop a Design Concept Report for the final alignment. A preliminary estimate for construction of this section of Pima Road, which would construct a six lane cross section with a raised median, is planned for the summer of 2005.

Summary:

Development of a neighborhood would result in an estimated 316 daily trips. There would be an estimated 13 trips during the a.m. peak hour, and 25 trips during the p.m. peak hour.

There is currently no vehicular access provided to the site. Infrastructure will be constructed with the development of DC Ranch's Planning Unit I. A Communities Facilities District will construct Union Hills Drive, 94th Street, and the Loop Road by the summer of 2004.

Site generated traffic will primarily utilize 91st Street, a minor collector roadway, to access the site. A street connection from Pima Road is also planned to provide site access although the access will be restricted at the Pima Road intersection.



CASE NO: 1-MP-2003

PROJECT LOCATION: Planning Unit I at DC Ranch

COMMUNITY INPUT CERTIFICATION

It is valued in the City of Scottsdale that all applicants for rezoning, use permit, and/or variances will inform and will invite input from neighboring residents, affected school districts, and other parties that may be impacted by the proposed use. The application shall submit this completed certification with the application as verification that such contact has been made.

DATE	NAME (Person, Organization, Etc. and Address)	Type	Of	Contact
		Meeting	Phone	Letter
3-21-03	Posted notice of Parks Commission and Planning Commission hearings on RanchNet – the DC Ranch intranet.			

A handwritten signature in dark ink, appearing to read "S. M. C. T. U.", written over a horizontal line.

Signature of owner/applicant

March 24, 2003

Date

From: Shirer, Kevin
Sent: Tuesday, April 01, 2003 9:04 AM
To: Curtis, Tim; Shelly M. McTee (E-mail)
Cc: Mascaro, Gary
Subject: DC Ranch Planning Unit 1 Park - Airport Approval

Tim,

Just for the record, and as per Shelly McTee's request for documentation, the airport is fine with the proposed park location in DC Ranch Planning Unit 1.

Shelly provided a Circulation and Open Space Master Plan (Figure 6) dated 1/8/03 which shows the park location on the west/southwest part of Planning Unit 1. According to our adopted Noise Compatibility Plan (NCP), parks are an acceptable land use in this location.

In the 1997 NCP's worst case projection, the park area is located in the 55DNL contour. The Federal guidelines that we have adopted indicate that parks are an acceptable land **use even in the 65DNL contour** so we are OK with a park at the proposed location.

We should be starting the NCP study update soon to determine the new noise contour projections. I'd be very surprised if the future 60 DNL noise contours extend to park location even in the worst-case projections. But as I said, even if higher contours overlay the park, this is not an incompatible land use as people don't reside in parks (typically in Scottsdale anyway).

Please, call if you have any questions.

Kevin Shirer, A.A.E.
Planning & Environmental Coordinator
Scottsdale Airport
480 312-7609

by the Development Review Board and approved by the City Council at public hearing in accordance with the Scottsdale Zoning Ordinance, Article V, Sections 5.2402 and 5.2502.

- A. Site Plan to be in general conformance with the P.N.C. portion of the BDG Plan dated 7/8/98.

→ 3.11 Park Site Dedication, Improvements

- A. Dedication of Park Sites to the City shall occur concurrently with final plat or Development Review Board approval of any abutting Development Site, including those immediately across any street other than a major arterial or expressway. Prior to dedication, the Owner shall submit the master site plans for the park sites for review and recommendation by the Parks and Recreation Commission and the Planning Commission and approval by the City Council. The Owner shall provide all necessary off-site facilities for the park sites. The Owner shall contribute \$350,000 for the park site identified as the community park on the zoning map and \$175,000 for each of the three park sites identified as neighborhood parks (a total of \$875,000) toward the initial improvements of each of the Park Sites. In lieu of the contribution, the Owner may provide on-site improvements subject to an agreement reviewed and recommended by the Parks and Recreation Commission and approved by City Council. The contribution shall be either provided prior to the development of any Development Site adjacent to each Park Site, or as may be provided in an agreement between the Master Owner and the City which is reviewed and recommended by the Parks and Recreation Commission. The agreement shall specify the timing of and responsibility for contributions to assure that adequate funding is provided for each park site as necessary to service the residents.

If the City Council adopts park development fees to apply to all development in the City, the Owner shall pay those fees, in lieu of the contribution, in accordance with the payment provisions of the adopted City park development fee regulations.

- B. It is recognized that the linear park within Planning Unit V, shown on the Land Use and Circulation Map may be privately owned with public access provided through creation of public multi-use trails and paths, and that such public trail and path areas shall include public amenities typically associated with passive recreational areas of public parks, including ramadas, public picnic areas, public rest rooms and related facilities.
- C. Following dedication of park sites in accordance with this Stipulation, the City shall not utilize such park sites until approval of municipal use site plan in accordance with the Scottsdale Zoning Ordinance Article II, Section 2.300 and commencement of development of the park site for its intended ultimate use. All park sites shall be left in their natural condition until commencement of development in accordance with this Stipulation. This limitation shall, in the event of phased park improvements, apply to all undeveloped areas of park sites.

3.12 Municipal Use Site Dedication And Uses.

- A. Dedication of each Municipal Use Development Site to the City shall occur concurrently with final plat approval or Development Review Board approval on any abutting residential Development Site, including those immediately across any street other than a major arterial or expressway.
- B. If there is no improvement on the Municipal Use Site within 10 years of the date of dedication, the Owner may request in writing and, upon receipt of such request, the City shall reconvey the Municipal Use Site to the owner. Where municipal use sites are adjacent to park sites such request shall include analysis of active recreational facility needs anticipated to have been provided on the



Ranch Living

community value
statements
communication &
technology
education
environment
health & wellness
parks & recreation

Welcome *Shelly McTee!*

your tools: | [logout](#) | [home](#)

Developer Update

The Ranch Office

community
newsletter
developer update
event gallery
governance

April 2003

As we have previously advised, there are on-going issues with the development of DC Ranch inc hearings before various entities at the City of Scottsdale. In our on-going effort to keep you infor place notices on RanchNet of pending hearings at the City for DC Ranch matters. Following is th recently scheduled public hearings:

Messages

message boards
clubs
community
calendar
chat



April 2, 2003 5:00 pm Parks & Recreation Commission* [#1-MP-2003]

Pursuant to the DC Ranch Development Agreement, we are obligated to dedicate land wi Ranch for public parks. One of the public parks will be located at the western portion of Unit I adjacent to the 91st Street alignment, south of Union Hills Drive. Prior to dedication site, the Parks and Recreation Commission is required to review and comment on a maste plan for the park site.

April 3, 2003 1:00 pm Development Review Board

Parcel 1.14 - approval of preliminary plat [#5-PP-2003]
Parcel 1.11 - approval of preliminary plat [#6-PP-2003]

April 17, 2003 1:00 pm Development Review Board

Parcel 6.8 - approval of preliminary plat [#9-PP-2003]

April 22, 2003 5:00 pm Planning Commission [#1-MP-2003]



Pursuant to the DC Ranch Development Agreement, we are obligated to dedicate land within DC Ranch for public parks. One of the public parks will be located at the western portion of Planning Unit I adjacent to the 91st Street alignment, south of Union Hills Drive. Prior to dedication of the site, the Planning Commission is required to review and comment on a master site plan for the park.

*With the exception of the Parks and Recreation Commission meeting, the meetings are held at Civic Center Kiva, located at 3939 Drinkwater. The Parks and Recreation Commission meeting will be held at the Pinnacle Room at the City of Scottsdale, Human Resources Division, located Street.

Should you have any questions about the foregoing, please feel free to call Shelly McTee (6029 Dave Wolfenden at the Ranch Offices (480-513-1500).

DCRanchNet Policies

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Minutes of the Regular Meeting
PARKS AND RECREATION COMMISSION
Wednesday, April 2, 2003
Human Resources Pinnacle Room
7575 E. Main Street

Present: Chairperson Shelley Anderson, Vice-chair Leigh Hersey, Commissioners David Fortney, Bill Heckman, Nona Oliver, and Lynn Timmons Edwards

Absent and excused: Commissioner Stephen Owens

Staff Present: Debra Baird, Steve Lehmann, Gary Meyer, Doug Nesselroad, Doug Nohren, Judy Weiss, and Rose Williams

CALL TO ORDER

Chairperson Anderson called the meeting to order at 5 p.m.

MOMENT OF SILENCE

Chairperson Anderson asked everyone to observe a moment of silence.

APPROVAL OF THE MINUTES

Commissioner Heckman moved the minutes of the regular meeting of March 5, 2003 be approved as submitted. Vice-chair Hersey seconded and the motion carried unanimously.

DIRECTOR'S REPORT OF CURRENT EVENTS (A.R.S. § 38-431.02(K))

Debra Baird, Parks, Recreation & Facilities Director, updated the Commission on the status of events and activities of the Parks, Recreation, & Facilities Division. The 2002 National League Champion San Francisco Giants concluded spring training at the Stadium for the 2003 on March 26, 2003. Cactus League season in mid-February. The first game of the season was rained out but in the following 14 games the Giants recorded an attendance of over 144,000 fans. Scottsdale Stadium led the Cactus League in total attendance and average attendance per game for their 16-game home season. Field renovation for the stadium is part of the 2002 Bond that will begin in early May. The sod will be removed, the field will be peeled back, new irrigation will be added to improve coverage. Neighborhood Parks, as part of their FAMILY FIRST & CONNECT WITH YOUR NEIGHBORS program, featured the 2nd "movie in the park" on Friday, March 28th, at Apache Park. The movie, "Willie Wonka & The Chocolate Factory" started at dark, and neighborhood parks staff members provided interactive activities that went along with the movie. Staff painted Important dates for the Commission are: next Commission meeting will be April 16, 2003 in the City Hall Kiva Forum; the Development Review Board is scheduled to review the plans for Chaparral Pool Remodeling on April 3rd at 1pm; on April 8th the Planning Commission will review the CAP Basin Park Municipal Use Master Site Plan at 5 pm; April 22nd the Planning Commission will review the Master Site Plan for DC Ranch Neighborhood Park at 5 pm; and on June 3rd the City Council is scheduled to award the construction contract for La Mirada Desert Park, phase II at 5 pm

MASTER PLAN FOR DC RANCH NEIGHBORHOOD PARK

Gary Meyer, Parks/Trails Planning Manager presented a conceptual Master Plan for DC Ranch Neighborhood Park. The park site is located south of Union Hills Drive, east of Pima Road. Mr. Meyer introduced Charlie Freericks, Vice President of DMB, and Mark Jones, Project Manager of DC Ranch, and Shelley McTee, attorney for the developer. Ms. McTee provided some background on the site. Mr. Meyer noted when funding is available for the park, an architect will be hired, neighborhood meetings will be held and a more detailed Municipal Use Master Site Plan will be brought forward to the Commission. Approval of a conceptual Master Plan at this time will allow the property to be dedicated to the City. The Master Site Plan will proceed to the Planning Commission on April 22nd and then to the City Council hopefully in May. At that point the developer can then dedicate the site and the city can accept it. Upon acceptance the city is required to go through the master use site plan process. Mr. Meyer displayed some maps depicting the site.

Commissioner Timmons Edwards asked if there was any residential development planned on the southwest side of the site. Mr. Meyer said no, on the west is industrially zoned land and some industrial south and southeast of the site. Commissioner Timmons Edwards asked what the distance was from the site to the closest residential area. Mr. Meyer said it was about 350 feet.

Vice-chair Hersey asked how large is the park site. Mr. Meyer said it was about 12.8 acres net useable with a gross area of about 15.5 acres

Commissioner Heckman asked if this was the site otherwise known as site "L" in previous presentations regarding the aquatic center. Mr. Meyer said it was. Commissioner Heckman asked about the state land to the east and what is the status of all that area. Mr. Meyer said it was sold to Toll Brothers by the State Land Department and zoned for residential. Commissioner Heckman asked what the plan was for Pima Road. Mr. Meyer said there is a new alignment for Pima Road. There will be a gentler more sweeping curve. There is concern from the neighborhood so Transportation is looking at moving it 60 feet to the west. Commissioner Heckman asked if we are likely to have both a trail and pathway. Mr. Meyer said yes. Commissioner Heckman asked if the funding for this park is being delayed due to the budget issues and is there a target date. Mr. Meyer said this is a bond-funded project but due to operating costs it has been delayed. In the current process it is slated for 2007. The DC Ranch Community Park is scheduled for 2006. Commissioner Heckman asked what stage of development is the community park in. Mr. Meyer said the conceptual plan shows the western portion including an equestrian trailhead along with neighborhood park amenities. The eastern portion is the tennis complex. Commissioner Heckman asked if there was funding and a plan for community park section. Mr. Meyer said it is on table but has been moved back to July 2006. Commissioner Heckman asked if there is any time restriction on the development of the park site. Mr. Meyer said approval tonight will be the first step in allowing the dedication to the City. The City will then own it and there are no time restraints on development. Commissioner Heckman asked if there are any provisions for playing fields in the neighborhood park. Mr. Meyer said this site is not being looked at for ballfields because it is a neighborhood park site with limited size.

Commissioner Timmons Edwards asked if there is any resolution from the current residents regarding the park. Mr. Meyer said we do not have any input from the community. This area is not developed yet. A sign can be put up to identify the site and what will be happening there. Commissioner Timmons Edwards said people will still say they don't know about it. Are there any actions that the sales people can take to ensure people will know. Ms. McTee said the developer has added measures to ensure that the public will know. A description will be in the public reports and in the CC&R's. This has been on the overall plan since 1995 and it has shown a public park. Mr. Jones said all the graphics from day one show this park and the other park, including the school and lights. The developer has its own resale team that tends to dominate the resale in DC Ranch. Commissioner Heckman noted that one part of any disclosure should include a provision for the lights for such areas as the basketball courts. He commends the plan and the preplanning using washes with trails is great. Commissioner Oliver asked if it can be posted on the land what is to be there. Mr. Meyer said the City will install signs once they own the property.

Commissioner Oliver asked if the current alignment of Pima Road will remain. Mr. Meyer said the existing Pima Road will be replaced by a new alignment further east, as shown on the map.

Chairperson Anderson asked if a skatepark was planned for the site. Mr. Meyer said it was not planned for this site. Chairperson Anderson noted it would be good to mention the potential amenities on any sign. She noted that this is a not a horse community and there is an assumption there won't be horses around. Any signage should include that information. Mr. Meyer noted there are several city parks that have trailheads where the communities are not necessarily equestrian communities. Chairperson Anderson said this is a good site with a nice dedication and will be quite an asset.

Commission Timmons Edwards moved to approve the Master Site Plan for a future public park at DC Ranch on a 15.5 acre parcel located near the southeast corner of Pima Road and Union Hills Road with Open Space (O-S) and Planned Community District (PCD) District zoning as submitted. Commissioner Heckman seconded and the motion carried unanimously.

INFORMATIONAL UPDATE FROM CHAPARRAL PARK/ADULT SPORTS

Doug Nohren, Recreation Coordinator, will provide the Commission with an overview highlighting programs and events at Chaparral Park and of the Adult Sports Program. Chaparral is a 100 acre park site with playgrounds, ballfields, basketball, picnic areas, ramadas, soccer fields, volleyball courts, pool, urban lake, multi-use path with exercise stations, and a off leash activity area. The park draws over 500,000 visitors annually. Little leagues, youth and adult soccer, baseball, adult softball, adult flag football, Pop Warner football, and lacrosse and rugby groups use fields continually. Chaparral Park is the center for the City's Adult Sports program that includes football, softball, and basketball, all for adults. The program has over 14,000 participants; over 300,000 citizen contacts, and generates over \$300,000 in revenue. The off leash area is one of the City's most popular amenities which increased the park attendance by about 100,000 annually. It is not uncommon to have as many as 300 people and dogs using the site at one time. Arizona Game and Fish stocks the lake bi-weekly and conducts periodic fishing clinics at the park. Jona Davis, Senior Recreation Coordinator in Aquatics manages the pool. They host lap swims, lessons, and open swim times. They are currently handling the Eldorado Pool schedule when that site is under construction. Leisure Education classes are held in the recreation center. The center is also home to the Adapted Recreation after-school program. Many special events are held at the park including Health Adventures in the Park, Wet N Wild Water Day, and Mighty Mud Mania.

Commissioner Oliver stated she feels the parking lot needs to be opened up. It is currently not friendly for handicapped users. The handicapped parking needs to be by the ramp to the swimming pool. The handicapped parking is next to the drain on the west side. Handicapped people cannot use the sidewalk because of the barricade. The chain link fence is also an inconvenience. Will these issues be addressed when the park is upgraded. Mr. Nohren said that staff can look into some of these issues. There are many complaints about those speeding through the neighborhood so the chain is kept up. People even drive over the ramp that is reason for the barricades. Ms. Baird noted that she has requested the ADA Committee to look into adding additional spaces on the east side. The barricade has to be there because we don't want vehicles going through the park. Ms. Baird will ask the committee to report their findings to the Commission. Commissioner Oliver said the area needs curb cuts. Ms. Baird said she would have Tom Beat, Special Projects Manager, meet Commissioner Oliver at Chaparral to discuss these issues.

Commissioner Heckman noted there are hardly ever any food concessions. Could this be an offset for some of the revenue shortfalls. Mr. Nohren said that little leagues have operated the concession and found that it didn't pay. There are so many fast foods close by. Ms. Baird noted that we do have a concessionaire at the pool. The complaint is they don't make enough money. The philosophy of the council and commission is we don't want roving concessionaires in the park. It works at McCormick because of the environment. Little Leagues tend to bring their own refreshments. Commissioner Fortney noted the a few of the Little Leagues tried it and they made about \$50-\$75 per night.

Vice-Chair Hersey asked, with the fields in high use, how can staff keep them maintained. Mr. Nohren said it is a challenge. All Scottsdale's fields are used so highly used. During winter the grass is dormant. During the winter SRP does canal dry ups so the water is not plentiful. Staff has done a good job with irrigation maintenance. Just finding a time frame to water is a challenge.

Commissioner Timmons Edwards wanted to compliment staff and feels it is a wonderful compatibility of uses. Has staff ever tried fishing outings in conjunction with the senior center seniors. Ms. Baird said she would share that information with leisure education and senior centers.

Commissioner Oliver asked if carp was ever used in the lake to keep it clean. Mr. Nohren said there is a fish that is used for this. The problem is when the wash runs the bars of the grates are wide enough that it would take the fish out of the lake.

Chairperson Anderson noted it is a very nice park and has been improved nicely.

CITYWIDE SPORTS LIGHTING STATUS

Steve Lehmann, Senior Recreation Coordinator gave the Commission an update on the status of current and future sports lighting projects throughout the City. Mr. Lehmann displayed the national per capita standards and the City of Scottsdale has a deficit of 14 baseball fields, 13 softball fields, and 21 soccer fields in relation to its

population. Mr. Lehmann outlined to future identified projects for sports fields, the existing and some potential sites.

Commissioner Fortney asked if the money is in the budget for these projects. Mr. Lehmann said they are budgeted. Supai is planned to be in the budget for future projects. It must go through the process. There are projects that are not on the current 5-year plan.

Vice-Chair Hersey asked, with the addition of new fields, where would this put us with relation to our inventory. Mr. Lehmann said it will help but the population will continue to go up offsetting the gains in fields to a degree. Ms. Baird said it will help but with our deficiencies not a lot. There are some other areas being considered but there are no funds for those sites. Staff is making the City Council aware of this and is working hard to educate everyone. The Youth Task Force Committee has helped in the awareness of the issues. Mr. Lehmann said staff is putting together a comprehensive report on lighting issues.

Commissioner Oliver asked if the height of the poles can be kept at a certain level. Mr. Lehmann noted the higher the pole the more the light can be aimed down therefore minimizing the spillage. Most poles are 60 to 80 feet high on ballfields. Commissioner Oliver said the height was one of the things that seems to upset everyone. Ms. Baird said that 80-feet is the standard. Mr. Lehmann said there are colored poles in some areas that serve to minimize the impact.

Judy Weiss, Manager, noted that the CAP Basin project is scheduled for presentation to the Planning Commission on April 8, 2003. This would be a chance for advocacy. Chairperson Anderson noted that only 4 fields are lighted on the CAP plan. As the City grows would it be possible to light more of those fields. Ms. Baird said it is possible but it would be at a greater cost as the infrastructure would not be in place.

OPEN CALL TO THE PUBLIC (A.R.S. § 38-431.02)

Davida Schiffman-Smith, no address listed, asked if it would be possible to pursue an IGA with the Salt River Pima Maricopa Indian Community for shared court space for basketball, aquatics, skateboards and ballfields.

ADJOURNMENT

Vice-chair Hersey moved to adjourn the meeting. Commissioner Fortney seconded and the motion carried unanimously.

With no further business to be brought before the Commission, Chairperson Anderson adjourned the meeting at 6:30 p.m.

Respectfully submitted by Ruth Johnson, Recording Secretary.

Meets established criteria.



Debra Baird, Director
Parks, Recreation & Facilities

**MASTER SITE PLAN
FOR DC RANCH
NEIGHBORHOOD PARK**

APRIL 2, 2003







PARK SITE TO BE DEDICATED



GROSS BOUNDARY

NET BOUNDARY
PARK SITE TO BE
DEDICATED

404 WASH

MITIGATION

FLOOD PROTECTION
BERM



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DATE 01 APRIL 2003



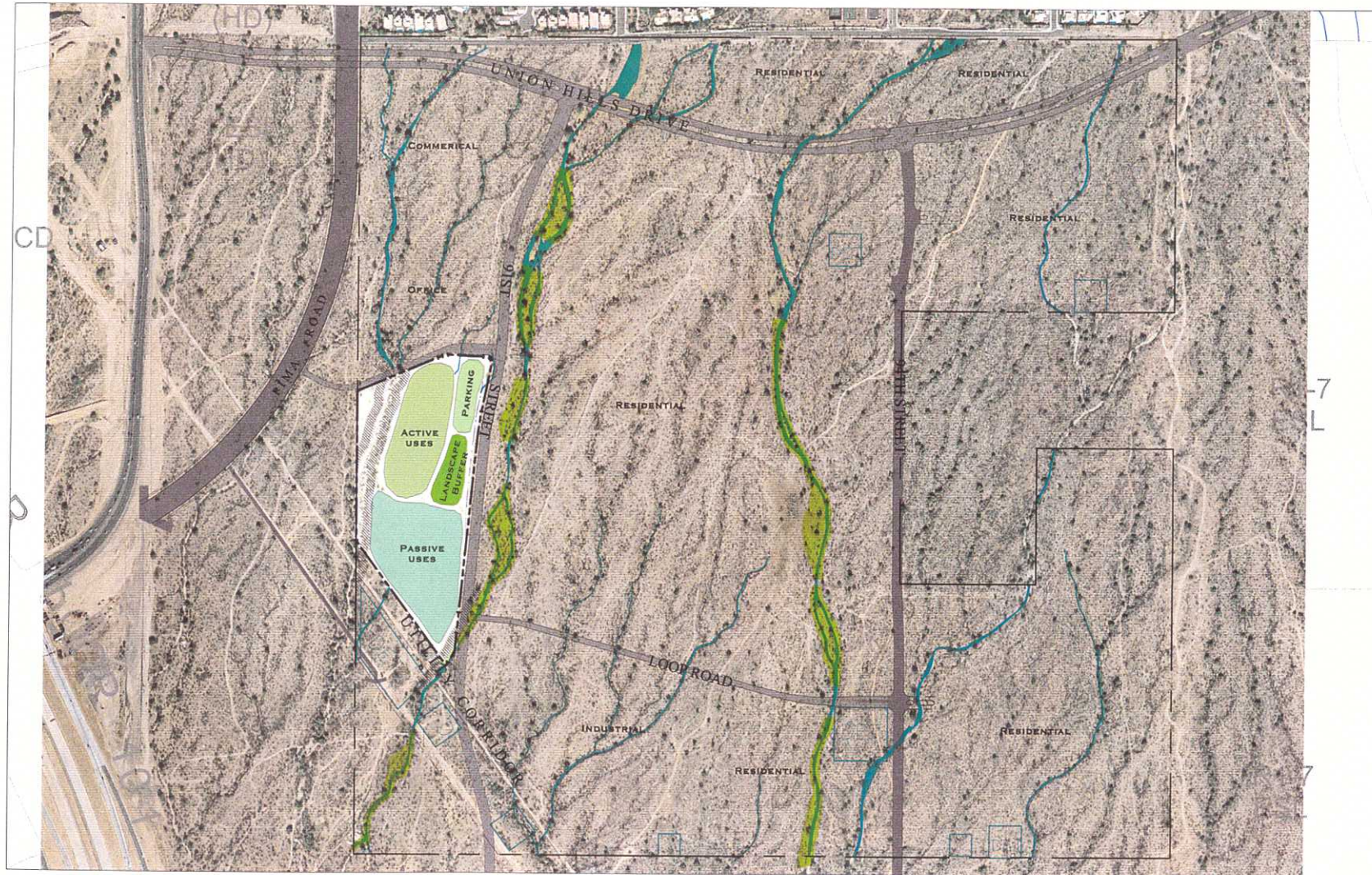
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PLANNING UNIT I





PARK SITE TO BE DEDICATED



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DATE 61 APRIL 2003



PLANNING UNIT I



PLANNING COMMISSION REPORT



MEETING DATE: April 22, 2003

ITEM NO. _____ GOAL: Preservation and Character

SUBJECT

Sign Ordinance Text Amendment

REQUEST

Request to approve a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) to amend Article VIII, Sign Requirements.

7-TA-2002

Key Items for Consideration:

City Council requested at study session that the sign issues addressed in this text amendment return for further consideration. These sign ordinance issues originated from comments made by the City Council, citizens and business community. Additionally, some revisions to the street banner regulations have been made. The sign ordinance amendments include:

- Making the ordinance more user friendly by adding graphics and a table of contents
- Allowing the Development Review Board additional discretion regarding placement of signs on building walls for aesthetic considerations
- Addressing community concerns relative to visual clutter by reducing the size of temporary signs
- Allowing a variety of properties to utilize a new mid-size monument sign which is larger than current monument signs and lower in height than the current tower sign
- Allowing up to 3 tenant names in addition to identifying the building or complex name on mid-size monument and tower signs
- Responding to changes in marketing identification requirements for auto dealers
- Clarifying regulations related to special event street banners

Related Policies, References:

A Scottsdale Sensitive Design Principle suggests that signage should consider the distinctive qualities and character of the surrounding context and should be designed to be complementary to the architecture, landscaping and design theme for the site with due consideration for visibility and legibility.

APPLICANT CONTACT

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LOCATION

City-Wide

BACKGROUND

The sign ordinance has been viewed as a model resulting in attractive

permanent signage that has complemented rather than dominated the City's streetscapes. This review of the sign ordinance is analyzing several ideas to keep the ordinance consistent with new community/business trends and responds to City Council's direction to bring back the issue of temporary signage to the City Council.

While staff conducted further review of the temporary sign text amendment; sign applicants, the business community, and citizens identified other sign issues. This resulted in a new text amendment initiation since additional sign issues are being addressed.

On December 11, 2002, the Planning Commission initiated this text amendment to the sign ordinance. On February 10, 2003, staff presented the key items discussed above to the City Council to receive their input. The attached amendment responds to City Council's comments at the study session.

PROPOSAL

Goal/Purpose of Request.

The goal of this text amendment is to update the sign ordinance by responding to City Council, citizen and business community concerns.

The following provides an assessment of each proposed change to the sign regulations in the Zoning Ordinance:

- Making the sign ordinance more user friendly: The addition of a table of contents for the sign ordinance is intended to make these regulations much easier to use. Graphics have been added to the definition section of the sign ordinance to clarify the meaning of defined terms, making the sign requirements easier to understand and apply.
- Allowing additional Development Review Board flexibility: A revision has been made which allows the Development Review Board some flexibility regarding the placement of signage on a building wall. Currently, the Ordinance requires that signs be placed only on each tenant space. This flexibility allows signage for tenants who have no street exposure to have a wall sign placed on another location, and allows the Development Review Board discretion to approve sign placement that responds to the building's design and site. This would allow signs to be located in groupings, where visible and appropriate to the building's design, rather than only placed over each tenant space (see Attachment 3).

Another revision relating to Development Review Board flexibility occurs with the existing Community Sign District program which is designed to address the sign requirements of large projects over 300,000 square feet. Currently, the Development Review Board has the ability to increase the sign area by ten (10) percent. This proposal would allow the Development Review Board to increase the sign area up to twenty (20) percent. Community Sign District comprehensive sign programs currently exist for Fashion Square and the Scottsdale Autoplex and could apply to other large developments such as the Stacked 40's project.

- Reducing the size of temporary signs and considering temporary signs in two categories-temporary and semi-permanent: A variety of concerns and comments from citizens and groups such as the Friends of the Scenic Corridor have been received looking to remove signs such as political signs and off-site development signs from the rights-of-way to reduce visual clutter along City streets. Staff's proposal categorizes temporary signs into two types: temporary and semi-permanent signs. Temporary signs such as political signs are defined as signs that are made from materials that deteriorate, can cause litter problems, and are therefore limited to six months in duration. Semi-permanent signs such as off-site development signs are made of more durable, although not permanent materials, and may be allowed for longer periods of time. This is because they will not deteriorate as quickly and result in litter or public safety problems as readily as temporary signs. Temporary and semi-permanent signs have generally been reduced in size from 48-24 square feet. to 16 square feet. Certain signs such as Off-Premise Open House Directional Signs and On-Premise Sale, Lease and Rent signs remain smaller.

With this proposal, temporary signs are allowed in the right-of-way subject to sight visibility criteria (e.g. not causing sight obstructions). However, all temporary signs will require a sticker obtained from the City that will identify the party responsible for the signs installation and removal and the date the sign was erected. In addition, an encroachment permit is required for signs in the right-of-way.

For example, political signs will require an encroachment permit. The party applying for the permit will submit a map or maps showing the locations of the proposed signs. Multiple sign locations could be covered by one permit. A certificate of insurance satisfactory to the Risk Management Director is typically required for encroachment permits for liability protection. Comments from our Risk Management Department indicate that they do not feel that it is necessary that political signs should require an insurance certificate. Semi-permanent signs are not allowed in the right-of-way (see Attachment 4a-4c).

- The addition of a new medium-sized free-standing sign: This revision allows multiple tenant buildings/complexes over 30,000 square feet in building area and hotels with 101 rooms or more to have a mid-size monument sign. The new sign type has a maximum height of 8 feet and a maximum sign area of 60 square feet. This sign type requires a 10 foot setback from the property line and is placed in a landscaped area of 240 square feet. The mid-size monument sign is lower than the current tower sign which ranges from 15 to 25 feet in height and has a 12 square foot larger sign area. This provides an alternative sign type to the business community. Only one freestanding sign type is allowed for these types of uses per street frontage. Therefore, a business could not have both a mid-size monument and tower sign on the same street frontage where those sign choices exist (see Attachment 5A and 5B).

- Allowing up to 3 tenant names in addition to identifying the building or complex: A revision has been made to allow up to 3 tenant names on the mid-size monument and tower sign types in addition to identifying the building or complex. This is considered useful to the business community who may wish to identify certain key tenants (see Attachment 6).
- Auto dealer signage: Auto dealers have suggested changing the regulations to allow dealers to have more than one monument sign per street frontage to identify the various manufacturers contained in their dealership. Staff has revised the section pertaining to automobile manufacturer signs to allow dealerships to have up to three free-standing monument sign (each in a landscaped setting) to allow dealerships to identify the various manufacturers. The amendment includes a separation requirement of 100 feet between these signs. The current ordinance allows manufacturers to be placed on one freestanding sign. Staff has not changed the sign height or area of the automobile manufacturer sign which is 7 feet and 42 square feet respectively (see Attachment 7).
- Special Event Signage: Staff has reviewed the sign regulations for special event signs. Sign regulations were slightly modified for special event street banners otherwise the regulations remained unchanged. Clarifications to the street banner section include an appeal process which is consistent with the special event permit appeal process. This change removes the appeal from the City Council and places the appeal before the Zoning Administrator. The amendment will also allow an event to utilize both horizontal street banner locations in the event there is no request for the other location. Currently, the Ordinance limits an event to only one of the horizontal banner locations. The provision requiring that in the case where vertical banners are installed with a horizontal banner that they must identify the same event has been deleted. This would allow additional events to be identified.

Downtown signage was originally identified as an issue to be considered with this amendment, however, it will be reviewed with other downtown issues at a later time.

IMPACT ANALYSIS

Policy Implications:

Approval of the amendment will allow additional flexibility for building sign placement resulting in improved integration between signage and building design. New sign opportunities are created by providing the new mid-size monument sign type and allowing some tenant or manufacturer identification on some sign types without increasing the overall sign area allowance. The amendment also generally reduces the size of temporary signs and divides them into two categories, temporary and semi-permanent. Temporary signs may be allowed in the right-of-way and semi-permanent signs are prohibited in the right-of-way. Additionally, street banner regulations are clarified.

Community Involvement. Community involvement is detailed in the Citizen Review Report attached.

Comments from January 14, 2003 meeting with the Coalition of Pinnacle Peak: Four comment cards were received.

Comments from January 15, 2003: Ten comment cards were received.

Comments from January 22, 2003: Two comment cards were received.

Mail out of draft amendment April 8-9, 2003: A brief explanation with the draft amendment text was e-mailed to interested parties.

STAFF

Staff recommends approval.

RECOMMENDATION**RESPONSIBLE**

Planning and Development Services Department

DEPT(S)

Plan Review and Permit Services

STAFF CONTACT(S)

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APPROVED BY

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Senior Planner
Report Author

Randy Grant
Chief Planning Officer

ATTACHMENTS

1. Proposed Text Amendment
2. Citizen Involvement
3. DRB Flexibility Example
- 4A. Temporary Sign Example- Existing
- 4B. Temporary Signs in R.O.W. & outside R.O.W.
- 4C. Temporary Sign Size Comparison
- 5A. Freestanding Signs Existing
- 5B. Proposed Freestanding Mid-Size Monument Sign
6. Proposal for 3 Tennant Names
7. Auto Dealer Signage

ADD NEW TABLE OF CONTENTS TO ARTICLE VIII

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8.103	Non-Conforming Signs.....	
8.104	Penalties for Violations.....	
8.105	Revocation of Permits.....	
8.106	Removal of Signs.....	
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8.302	Sign Programs.....	
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8.306	Construction Requirements.....	
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ARTICLE VIII

SIGN REQUIREMENTS

Sec. 8.100. ADMINISTRATION.

Sec. 8.101. Purpose.

I. IT SHALL BE THE PURPOSE OF THIS CHAPTER TO PROMOTE AND PROTECT THE GENERAL HEALTH, SAFETY, WELFARE AND COMMUNITY ENVIRONMENT BY ESTABLISHING A COMPREHENSIVE SYSTEM FOR THE REGULATION ON ALL ADVERTISING DEVICES, DISPLAYS, SIGNS AND THEIR HOUSING, STRUCTURE OR FORM, WHILE MAINTAINING OR IMPROVING ECONOMIC STABILITY THROUGH AN ATTRACTIVE SIGN PROGRAM. IT IS ALSO THE PURPOSE OF THIS CHAPTER TO PROTECT THE GENERAL PUBLIC FROM DAMAGE AND INJURY WHICH MAY BE CAUSED BY THE FAULTY AND UNCONTROLLED CONSTRUCTION OF SIGNS WITHIN THE CITY; TO PROTECT PEDESTRIANS AND MOTORISTS OF THE CITY OF SCOTTSDALE FROM DAMAGE OR INJURY CAUSED, OR PARTIALLY ATTRIBUTABLE TO THE DISTRACTIONS AND OBSTRUCTIONS CAUSED BY IMPROPERLY SITUATED SIGNS; TO PROMOTE THE PUBLIC SAFETY, WELFARE, CONVENIENCE AND ENJOYMENT OF TRAVEL AND THE FREE FLOW OF TRAFFIC WITHIN THE CITY OF SCOTTSDALE.

II. IT IS ALSO THE INTENT OF THIS CHAPTER TO ENHANCE OR CREATE A MORE ATTRACTIVE AND MEANINGFUL BUSINESS CLIMATE; TO PROMOTE AND AID THE CITY'S IMPORTANT TOURIST INDUSTRY; TO ENHANCE, PROTECT, AND MAINTAIN THE PHYSICAL AND NATURAL BEAUTY OF THE COMMUNITY INCLUDING ITS SCENIC PRESERVES; TO PRESERVE THE BEAUTY AND UNIQUE CHARACTER OF THE CITY OF SCOTTSDALE, AND TO ENSURE THAT SIGNAGE IS CLEAR, COMPATIBLE WITH THE CHARACTER OF THE ADJACENT ARCHITECTURE AND NEIGHBORHOODS AND PROVIDES THE ESSENTIAL IDENTITY OF, AND DIRECTION TO, FACILITIES IN THE COMMUNITY.

~~The purpose of this ordinance is to establish standards for the regulation of signs within the City of Scottsdale in order to safeguard the public interest:~~

- ~~———— (a) ——— To protect property values within the City of Scottsdale;~~
- ~~———— (b) ——— To preserve the beauty and the unique character of the City of Scottsdale;~~
- ~~———— (c) ——— To promote and aid in the tourist industry which is of great importance to the economy of the City of Scottsdale;~~
- ~~———— (d) ——— To protect the general public from damage and injury which may be~~

DRAFT TEXT AMENDMENT 7-TA-2002

~~caused by the faulty and uncontrolled construction of signs within the city;~~

- ~~———— (e) ——— To protect pedestrians and motorists of the City of Scottsdale from damage or injury caused, or partially attributable to the distractions and obstructions caused by improperly situated signs;~~
- ~~———— (f) ——— To promote the public safety, welfare, convenience and enjoyment of travel and the free flow of traffic within the City of Scottsdale;~~
- ~~———— (g) ——— To ensure that signage is clear, compatible with the character of the adjacent architecture and neighborhoods and provides the essential identity of, and direction to, facilities in the community.~~

Sec. 8.200. DEFINITIONS. (Note: Graphics in definition section added with 7-TA-2002)

Abandoned sign. A sign located on a property or premises which is vacant and unoccupied for a period of three (3) months, or a sign which is damaged, in disrepair, or vandalized and not repaired within thirty (30) days of the date of the damaging event.

Airport. Those areas included within the perimeter fence of the Scottsdale Municipal Airport property.

Animation. The movement or the optical illusion of movement of any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign; the movement of a sign set in motion by the atmosphere. Time and temperature devices shall be considered animated signs. Banners and flags shall be exempted from this definition.

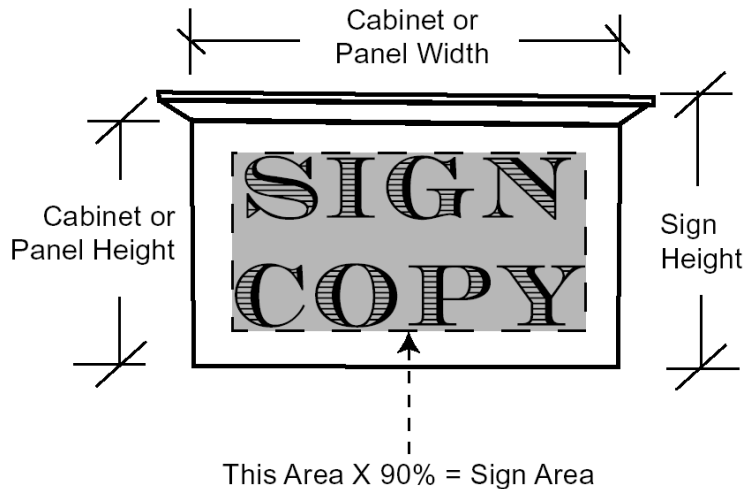
Applicant. A person or entity who applies for a sign permit in accordance with the provisions of this ordinance.

Architectural sign. A sign incorporated into an architectural element such as an archway, fountain or sculptured garden which is integrated with, but subordinate to, the overall architectural element.

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Area of sign. In the case of individual letters used as a sign, the area is ninety (90) percent of the area enclosed within the smallest regular geometric figure needed to completely encompass all letters, insignias or symbols of the sign, including horizontal spacings between letters, insignias or symbols, except as otherwise provided herein.

For signs other than individual letters, words, insignias or symbols, the area is the total area of the facing or the total area within the outer edge of any existing border of the sign.



Arterial (street). Those lengths of streets so classified on the City of Scottsdale's General Plan.

Automated teller machine directional sign. A traffic directional sign which is used to direct pedestrian or vehicular traffic on a parcel to the location of an automated teller machine.

Automated teller machine sign. Any sign located on or architecturally associated with the exterior face of an automated teller machine.

Awning sign. Signs which are placed on or integrated into fabric or other material canopies which are mounted on the exterior of a building.

Banner. A rectangular shape of fabric or other suitable material which is attached or suspended at two (2) ends or continuously across the long side. Attachment or suspension may be from buildings and/or poles.

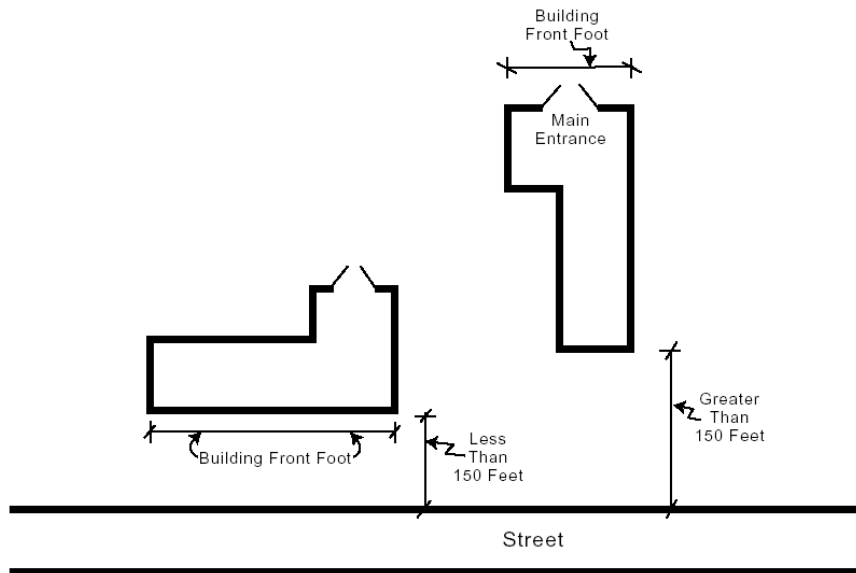
Banner, decorative. A banner which contains no text.

Banner, public information. A banner which displays graphics and limited text regarding a special event.

Building front foot. The maximum width of the projected building elevation

DRAFT TEXT AMENDMENT 7-TA-2002

measured on a straight line parallel to the street if the building is within one hundred and fifty (150) feet of the street and visible from the street or a straight line parallel to the face of the building which has the primary entrance. In the event that a building fronts on two (2) or more streets, the property owner shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area.

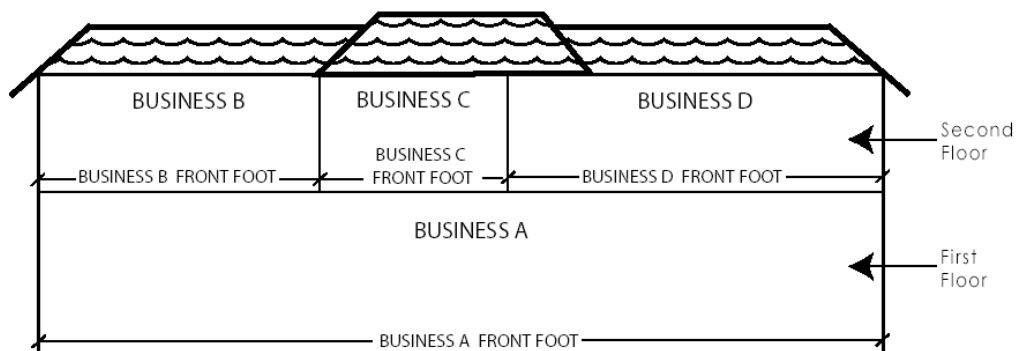


Building identification. The name of a building or of a tenant or occupants occupying at least thirty (30) percent of the building or sixty (60) percent of the first floor, which is placed on the building, or on a freestanding sign.

Building wall. The individual sides of a building.

Business entrance identification. A sign adjacent to, or on the entrance door of, a business containing the business name and such other appropriate information as store hours and telephone numbers.

Business front foot. The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.



Business Front Foot

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Business name. The name by which a business is commonly recognized and used by the applicant. The applicant shall provide stationery or other supporting documents illustrating the use of the business name or verification of the official business license or tax name. Slogans or product information shall not be considered as the business name.

Cabinet. A three-dimensional structure which includes a frame, borders and sign panel face and may include internal lighting upon which the sign letters and logos are placed or etched, and is architecturally integrated with the building.

Change panel. A sign designed to permit immediate change of copy with language other than the name of the business.

Commercial district. A group or cluster of retail shops, offices or industrial buildings which share common parking, landscaping, and/or frontage, have a property owners association and have a name which is generally understood by the public to refer to the group or cluster.

Common building entrance. In a multitenant building, an entrance leading to a common lobby, atrium, patio and/or elevator foyer.

Community sign district. A group of businesses in a specified area in the city which have been organized into a coordinated group for the purpose of common signage and signage control.

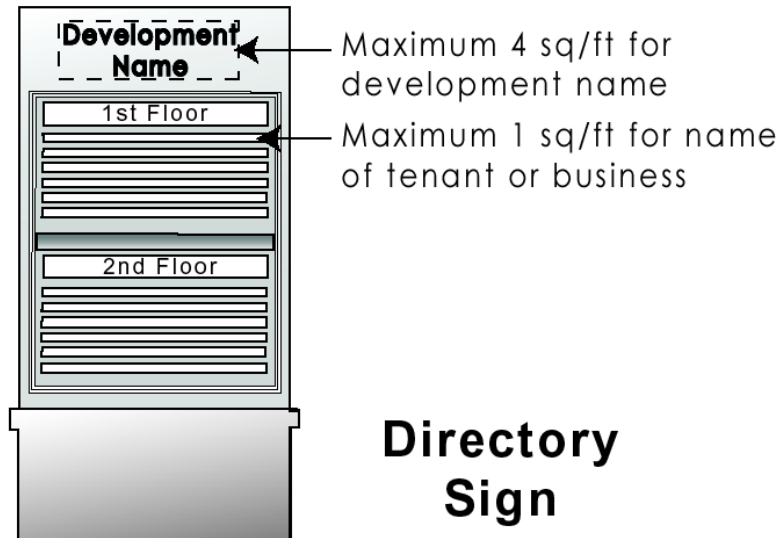
Comprehensive sign program. A sign program submitted under the guidelines of a community sign district intended to encourage flexible signage opportunities which is greater than that allowed in underlying zoning district.

Contractor or subcontractor signs. The temporary signs which identify the contractor or subcontractor engaged in the construction, reconstruction or repair of a building or buildings on a lot or parcel of property.

Development sign. A temporary sign used to identify an approved future development.

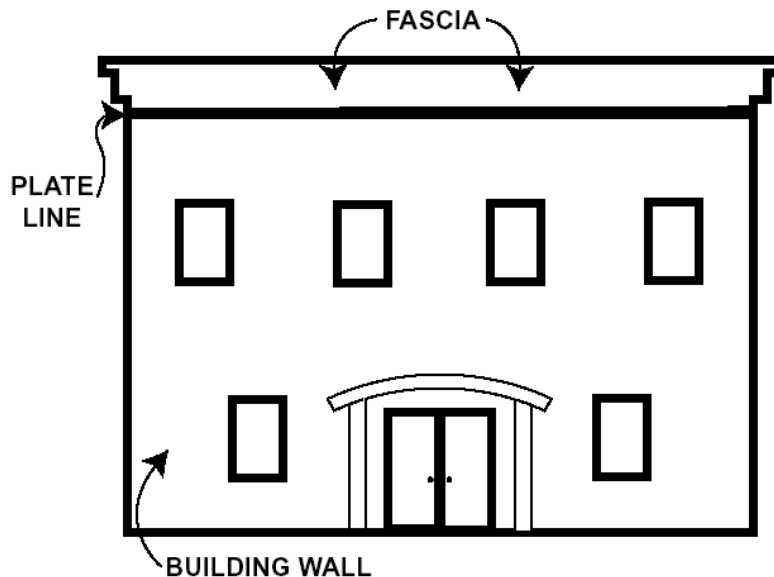
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Directory sign. A sign which provides a listing of the names of businesses, activities, addresses, locations, uses or places within a building or complex of buildings for the purpose of identification only.



Entryway sign. A sign which is placed on the perimeter of a recorded subdivision, townhouse project, commercial district, master planned community, hotel, motel or guest ranch at a major street or driveway entrance to identify the name of the interior project. Such signs may flank both sides of the entrance and may include ground or landscape wall sign types.

Fascia. A parapet-type wall used as part of the face of a flat roofed building and projecting not more than six (6) feet from the building face immediately adjacent thereto. Such a wall shall enclose at least three (3) sides of the projecting flat roof and return to a parapet wall or the building.



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Flag. A fabric sheet of square, rectangular or triangular shape which is mounted on a pole, cable or rope at one (1) end.

Flag, decorative. A flag which contains no text or graphics.

Freestanding sign. A sign that is not attached to any building.

FUEL CHANGE PANEL PRICE SIGN. A SIGN USED TO IDENTIFY THE CURRENT PRICE(S) OF FUEL AS REQUIRED BY STATE LAW.

General manager. The city's planning and zoning general manager or designee.

Grand opening. The introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement, introduction or promotion of an established business changing ownership. A business qualifies for a grand opening sign when it has been closed to the public for a period of thirty (30) days (as indicated on a new Scottsdale Business License).

Grand opening sign. A temporary banner sign which calls attention to the opening of a new business.

Ground level. The finished grade of the adjacent street curb or where there is no street curb, six (6) inches above street grade. In areas within the hillside district, ground level shall be the existing natural grade.

Ground sign. A freestanding sign that is architecturally integrated with the building with individually mounted letters and logos only. This sign shall be built with continuous background surface built from the ground up.

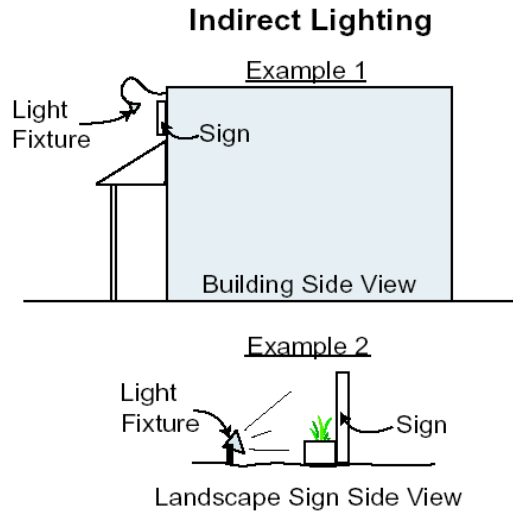
Height. The distance from ground level to **THE** top of the ~~area~~ of sign.

Identification sign. A building wall, landscape wall, ground sign or temporary sign used to present the name of a major residential project, master planned community or master planned community information center.

Illegal sign. Any sign erected without first obtaining an approved sign permit, other than nonconforming signs.

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Indirect lighting. A source of external illumination located away from the sign, which lights the sign, but which is itself not visible to persons viewing the sign from any street, sidewalk or adjacent property.



Individual letters. A cut-out or etched letter or logo which is individually placed on a landscape, screen wall, building wall or ground sign.

Information center. A facility in a master planned community which provides information, displays and guides for visitors in order to direct, to promote and sell projects within the master planned community.

Internal lighting. A source of illumination entirely within the sign which makes the contents of the sign visible at night by means of the light being transmitted through a translucent material but wherein the source of illumination is not visible.

Internal/indirect lighting. A source of illumination entirely within an individual letter, cabinet or structure which makes the sign visible at night by means of lighting the background upon which the individual letter is mounted. The letters are opaque, and thus are silhouetted against the background. The source of illumination is not visible.

Landscape wall sign. A freestanding sign architecturally integrated with the building, mounted on a screen or perimeter wall and having individual letters. The sign is mounted on, or to, a wall, pole or base which may or may not be an attachment or extension of a building wall.

Logo. A graphic symbol representing an activity, use or business. Permitted logos shall be registered trademarks or symbols commonly used by the applicant, and may include graphic designs in addition to lettering. Applicant shall provide stationery or

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other supporting documents illustrating use of logo.

Maintenance. The replacing or repairing of a part or portion of a sign necessitated by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of said copy.

Master planned community. A project of at least one hundred sixty (160) acres which is planned, developed or closely coordinated with a unified character and land use scheme, and having a master property owners association which includes all lands within the master planned community.

Master sign program. A specific set of design standards established for the purpose of unifying a variety of signs associated with a multi-tenant or multi-use building or complex of buildings. ~~The design standards shall include, but are not limited to, letter and logo sizes, letter style, colors, texture, lighting methods, sign type (individual letters, cabinet, etc.) and architectural features. The purpose of the program is to provide design compatibility for all signs and to integrate the signs with the architectural features of the building(s) being signed. Upon approval of the master sign program by the Development Review Board, all signage contained within the limits of the project, regardless of ownership, shall comply with the design standards established by the program.~~

Medical facilities. Major campuses or buildings which include public, private or research hospitals, nonprofit or research clinics, or emergency care centers.

Menu sign. A temporary sign used to inform the public of the list of dishes, foods or entrees available in a restaurant and may include the corresponding prices.

MID-SIZE MONUMENT SIGN. A FREE-STANDING CABINET OR PANEL SIGN ARCHITECTURALLY INTEGRATED WITH THE PROJECT OR BUILDING DESIGN MOUNTED ON, OR WITHIN A BASE WHICH IS DETACHED FROM ANY BUILDING WHICH HAS A GREATER AREA AND HEIGHT THAN A MONUMENT SIGN AND HAS LESS HEIGHT THAN A TOWER SIGN.

Modifiers. A word describing uses and activities other than the business name.

Monument sign. A freestanding cabinet or panel sign mounted on, or within a base (above grade), which is detached from any building.

Multiple tenant commercial building. A commercial development in which there exists two or more separate commercial activities, in which there are appurtenant shared facilities (such as parking or pedestrian mall), and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a multiple tenant commercial building may, but need not, include common ownership of the real property upon which the center is located, common-wall construction, and multiple occupant commercial use of a single structure.

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Nameplate. A small sign which identifies a resident's or home's name and address or the name of a farm, ranch or commercial stable. Such signs may be shingle, building wall, or archway-mounted signs.

Nonconforming sign. Any sign which is not allowed under this ordinance, but which, when first constructed, was legally allowed by the City of Scottsdale or the political subdivision then having the control and regulation over construction of signs.

Occupancy A purpose for which a building, or part thereof, is used or intended to be used.

Off-premise sign. A sign which is located on property other than where a business is located, the product is sold, or the service is offered.

ON-PREMISE *Development sign.* A temporary sign used to identify an approved future development.

Outdoor type business. A business all or most of whose business is conducted, or items displayed, in an open area subject to the regulations of the Scottsdale zoning ordinance.

Panel. A two-dimensional visual background behind the sign letters and logos which is visually separated from the mounting upon which the sign letters and logos is placed by the presence of a border, different colors, different materials, or other technique of visual framing around the letters or logo.

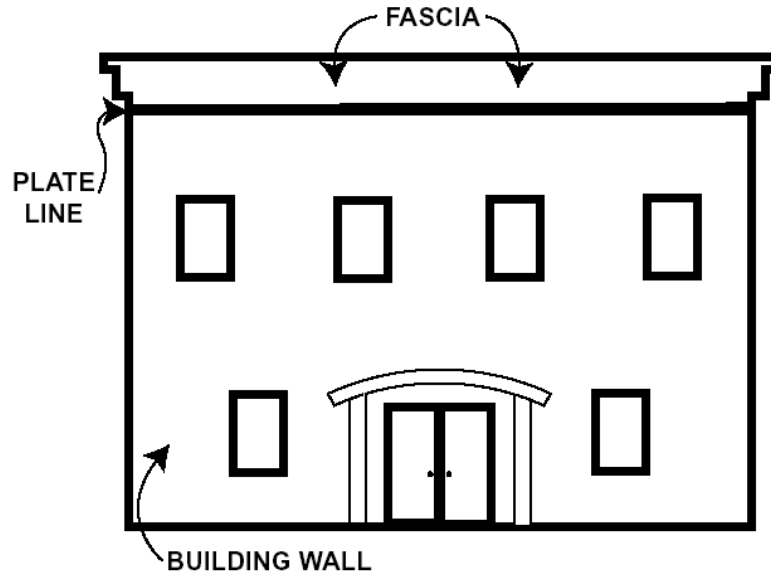
Pan-formed letter. An individual letter which is three-dimensional and is constructed by means of a three-sided metal channel. The open side of the channel may face a wall or be faced with a translucent panel which is placed away from the wall.

Parapet wall. That portion of a building exterior wall projecting above the plate line of the building.

Permanent sign. Any sign which is intended to be **LASTING** and is so constructed **FROM AN ENDURING MATERIAL SUCH AS MASONRY AND METAL WHICH** ~~as to be a lasting and enduring condition~~ remaining **S** unchanged in **POSITION**, character, **AND** condition (beyond normal wear) ~~and position~~, and ~~in a~~ **IS** permanent ~~LY manner~~ affixed to the ground, wall or building, provided the sign is listed as a permanent sign in the ordinance.

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Plate line. The point at which any part of the main roof structure first touches or bears upon an external wall.



Political signs. A temporary sign ~~which supports~~ **PERTAINING TO A POLITICAL CANDIDATE, ISSUE, OR PARTY OR RELATING TO VIEWS ABOUT SOCIAL RELATIONSHIPS INVOLVING AUTHORITY OR POWER** ~~candidates for office or urges action on any other matter on the ballot of primary, general, and special elections.~~

Projected building face. A calculation of the maximum lineal footage of the building front times the maximum height of the building.

Projected elevation area. The total area of the building face as projected to an imaginary plane parallel to the primary direction of the building face.

Public property. Unless otherwise expressly provided, public property means any and all real or personal property over which the city or other governmental entity has or may exercise control, whether or not the city owns the property in fee, and it includes, but is not limited to public buildings, public streets, alleys, sidewalks, rights-of-way and improved or unimproved land of any kind and all property appurtenant to it.

Required landscaping. The specific area (on site) to be landscaped at the base of the freestanding sign.

Residential entry sign. A sign that is placed at the entrance to a multifamily and duplex development, manufactured home park, or single-family development only in order to identify the name of the development.

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Roof line. The highest point of the main roof structure or the highest point on a parapet but shall not include cupolas, pylons, projections or minor raised portions of the roof.

Sales, lease and rent signs. Temporary signs which indicate that a premises, building or vacant lot is currently for sale, lease or rent.

Scenic corridor. A specific, required landscape setback located along certain major streets, and identified in the city's General Plan.

SEMI-PERMANENT SIGN. A SIGN CONSTRUCTED OF MATERIAL MORE PERMANENT THAN CLOTH, CANVAS, CARDBOARD, OR OTHER LIKE MATERIALS, BUT WHICH IS NOT CONSTRUCTED OF PERMANENT MATERIALS SUCH AS MASONRY OR METAL. A SEMI-PERMANENT SIGN IS INTENDED TO BE DISPLAYED FOR A PERIOD OF TIME LONGER THAN THAT OF A TEMPORARY SIGN AND IS DISPLAYED FOR A SPECIFIED TIME. SUCH SIGNS WHICH BY THE NATURE OF THEIR CONSTRUCTION ARE LESS PRONE TO CREATE PROBLEMS OF LITTER AND DETERIORATION THAN TEMPORARY SIGNS.

Shingle sign. A sign suspended from a roof overhang of a covered porch or walkway which identifies the tenant of the adjoining space.

Sign. Any device for visual communication which is used or is intended to attract the attention of the public, when the display of this device is visible beyond the boundaries of the public or private property upon which the display is made.

The term "sign" shall not include any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaques of any governmental jurisdiction or agency.

Sign budget. The total cumulative sign area for all types of signs allowed to a parcel or project.

Sign wall. Any surface (excluding windows) of a building within twenty-five (25) degrees vertical. Signs on a wall shall be limited to business identification and approved modifiers.

Special event. A promotional event such as, but is not limited to; bazaars, street fairs, shows, exhibitions, sporting events, runs, bicycling events, and block parties. This does not include sidewalk sales occurring on private property where merchandise normally sold indoors, and is transferred from indoor to outdoor for sale.

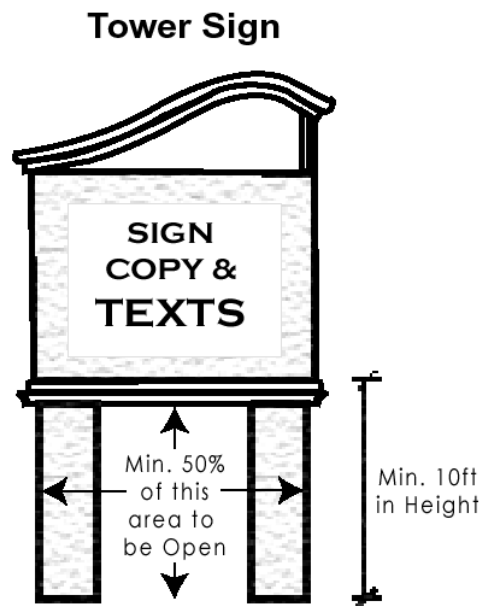
Sum total sign area. Aggregate area of all signs for any individual use (excluding traffic directional signs). In every event, computation of allowable sign area includes all

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existing signs on the premises, whether such signs be conforming or nonconforming unless specifically excepted by the terms of this ordinance.

Temporary sign. Any sign, banner, pennant, or valance of advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials, with or without frames. Any sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only.

Tower sign. A freestanding cabinet or panel sign architecturally integrated with the building having a minimum height of ten (10) feet to the bottom of the sign. The sign base shall be constructed not to exceed fifty (50) percent of the open space beneath the cabinet or panel.



Traffic directional sign. Signs used at driveways to improve public safety and to enhance public access to the site from public streets. This sign provides information which will assist the operators of vehicles in the flow of traffic. Such signs may use names, logos, or symbols of buildings, businesses, activities, uses or places as a means of direction.

Type I district. That area classified in the downtown section of the City of Scottsdale's General Plan.

Window sign. Any poster, cut-out letters, painted text or graphics, or other text or visual presentation affixed to or placed behind a window pane which is placed to be read from the exterior of a building.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96)

Sec. 8.300. PROCEDURES.

Sec. 8.301. Development Review Board approval.

I. Development Review Board or designee approval shall be obtained for all signs as provided in article 1, section 1.900. In those cases where a sign permit is required, Development Review Board or designee approval shall be obtained before any sign permit can be issued.

II. THE DEVELOPMENT REVIEW BOARD SHALL REVIEW AND RENDER A DECISION FOR SIGN CODE EXCEPTION REQUESTS RELATING TO THE PLACEMENT OF SIGNS ON A NEW MULTI-TENANT BUILDING AS PROVIDED IN SECTIONS 8.403 AND 8.405 .

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.302. SIGN PROGRAMS

I. MASTER SIGN PROGRAM

- A. THE PURPOSE OF THE MASTER SIGN PROGRAM IS TO PROVIDE DESIGN COMPATIBILITY FOR ALL SIGNS AND TO INTEGRATE THE SIGNS WITH THE ARCHITECTURAL FEATURES OF THE MULTI-TENANT BUILDING OR COMPLEX OF BUILDINGS.**
- B. SUBMITTAL REQUIREMENTS: THE PROPERTY OWNER(S) OR DESIGNATED AGENT SHALL SUBMIT AN APPLICATION WITH A SPECIFIC SET OF DESIGN STANDARDS, INCLUDING BUT NOT LIMITED TO, LETTER AND LOGO SIZES, LETTER STYLE, COLORS, TEXTURE, LIGHTING METHODS, SIGN TYPE AND ARCHITECTURAL FEATURES.**
- C. UPON APPROVAL OF THE MASTER SIGN PROGRAM BY THE DEVELOPMENT REVIEW BOARD OR DESIGNEE, ALL SIGNAGE CONTAINED WITHIN THE LIMITS OF THE PROPERTY, REGARDLESS OF OWNERSHIP OR TENANCY, SHALL COMPLY WITH THE DESIGN STANDARDS ESTABLISHED BY THE PROGRAM.**

II. Community sign district.

The **COMMUNITY SIGN DISTRICT PROVIDES FOR A** comprehensive sign program **WHICH** is intended to encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development, provide adequate identification and information, provide a good visual

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environment, promote traffic safety and are regulated to the extent necessary to be consistent with the purpose and intent of this sign ordinance as specified in section 8.101.

~~IA.~~ Property owners may form a community sign district to propose and maintain a comprehensive sign program for additional signage as provided in this section. The comprehensive sign program established under this section 8.302.II., may allow signage which in size and total sign budget exceeds the maximum otherwise allowed by no more than ~~ten (10)~~ **TWENTY (20)** percent. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

A1. A community sign district may be formed by petition of at least seventy-five (75) percent or more of the affected property owners in the district.

B2. The Development Review Board may approve a comprehensive sign program in commercial centers, industrial centers, resorts, and hospitals with gross leasable areas in excess of three hundred thousand (300,000) square feet or planned districts fifteen (15) acres or greater.

C3. The comprehensive sign program shall include a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs, and sign material.

~~D4.~~ A community sign district shall coordinate the preparation and submission of the comprehensive sign program and shall be responsible for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

HB. The city may establish a comprehensive sign program for redevelopment areas and redevelopment sub-areas. The program shall consist of a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs and sign material. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

A1. The comprehensive sign program may include architectural signs in accordance with the following:

~~1a.~~ Such signs shall be installed at major entrances to the redevelopment district, or the redevelopment sub-area.

~~2b.~~ The text shall be limited to the overall identification of the redevelopment area or the redevelopment sub-area.

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- ~~3c.~~ The maximum sign area for such sign shall be sixty (60) square feet.
 - ~~4d.~~ The maximum height shall be twenty (20) feet.
 - ~~5e.~~ The maximum number of signs per architectural element shall be one (1) sign.
 - ~~6f.~~ The maximum letter height for each architectural sign shall be two (2) feet.
 - ~~B2.~~ The comprehensive sign program may include banners in accordance with the following:
 - ~~1a.~~ The banners shall identify the redevelopment area or the redevelopment sub-area.
 - ~~2b.~~ The banners shall be of new material and may be permanent, subject to Development Review Board approval of a maintenance program.
 - ~~E3.~~ The comprehensive sign district may include freestanding directory signs designed as architectural elements identifying businesses and points of interest in accordance with the following:
 - ~~1a.~~ The maximum sign area shall be fifteen (15) square feet.
 - ~~2b.~~ The maximum height shall be seven (7) feet.
 - ~~D4.~~ The comprehensive sign program shall be approved by the city council and the Development Review Board. The city shall coordinate the preparation and submission of the comprehensive sign program. The application shall detail the responsibility for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.
 - ~~HHC.~~ No sign identified in this section shall be placed upon real property without the consent of the real property owner, nor shall such sign be placed in any public right-of-way without first securing any required encroachment permit(s).
- (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96)

Sec. 8.400. GENERAL REQUIREMENTS.

Sec. 8.403. Business identification.

Signs shall identify the individual business. In those cases where the principal service is not identified by the business, that principal service may be identified through the use of modifiers in addition to the business name. All business identification for the same business shall be consistent on all signs except as noted in section 8.525. Tenants in a multiple tenant building, without street frontage, may in addition to a building wall **SIGN** have their business identification placed on a landscape wall. ~~Other tenants located in the same complex and having street frontage, would be allowed to identify their business on the building wall adjacent to the space they occupy or on a landscape wall if all tenants within the complex choose to transfer their business identification to a landscape wall.~~ The business identification sign on the landscape wall shall be limited to one (1) sign per tenant and a maximum sign area of ten (10) square feet. **IN NO CASE, SHALL THE TOTAL SIGN AREA OF THE LANDSCAPE WALL SIGNS EXCEED** ~~The maximum sign area in any case shall be one (1) square foot for each one thousand (1,000) square feet of gross floor area~~ **OF THE BUILDING OR COMPLEX.** (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2514, § 1, 12-15-92)

Sec. 8.404. Building or complex identification.

~~A nonretail tenant occupying thirty (30) percent of a building or sixty (60) percent of the first floor of a building in a~~ A multiple tenant project may have its name on the building ~~or~~ **AND** on a freestanding sign, ~~provided that each use is limited to one (1) IN~~ **ADDITION TO IDENTIFYING THE BUILDING OR COMPLEX, MID SIZE MONUMENT AND TOWER SIGNS MAY INCLUDE NO MORE THAN THREE (3) tenant nameS.** (Ord. No. 2260, § 2, 7-18-89)

Sec. 8.408. Freestanding sign.

- I. *Traffic hazard:* A freestanding sign shall be placed in a manner so not to interfere with traffic in any way, or to confuse traffic, or to present any traffic hazard.
- II. *Street placement:* All freestanding signs shall be parallel or perpendicular to the street unless otherwise required by the city.
- III. *Curb setback:* All freestanding signs **EXCEPT TEMPORARY FREESTANDING SIGNS** shall be set back a minimum of fifteen (15) feet from back of street curb or signage will comply with sight distance triangles when physical conditions prohibit compliance with the fifteen

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(15) feet setback.

- IV. All specified uses within this ordinance whose building is detached and part of a multitenant complex will be allowed the option of having a freestanding sign.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.418. Special events.

Sign permits for special events shall be limited to ~~two (2) permits per quarter. The maximum number of days allowed per year shall be~~ forty-eight (48) **CUMULATIVE** days **PER CALENDAR YEAR PER PROPERTY**.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.500. PERMANENT SIGNS ALLOWED.

Sec. 8.504. Unspecified uses in R-1, R-2, R-3, R-4, R-4R, R-5, C-O, P-1, P-2, P-3, H-R and O-S [zones.]

I. Individual Business Identification.

A. Building wall signs.

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. Ground signs.

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing

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not less than one hundred twenty (120) square feet.

4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. *Traffic directional signs.*

1. The maximum number of such signs for each driveway shall be one (1) sign.
2. The maximum height of such sign shall be three (3) feet.
3. The maximum area of such sign shall be four (4) square feet.
4. The maximum area of a business name or logo on such sign shall be one (1) square foot.
5. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
6. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

D. [*Hotel flags.*] One (1) flag is allowed for a hotel in R-4R.

E. [*Automated teller machine signs.*] Automated teller machine signs are allowed in C-O as specified in section 8.522, II.

F. [*Automated teller machine directional signs.*] Automated teller machine directional signs are allowed in C-O as specified in section 8.522, III.

G. [*Residential entryway signs.*] Residential subdivisions, condominiums, townhouses and mobile home parks are allowed residential entryway signs.

H. [*Entryway signs; commercial, campus.*] Commercial subdivisions and campus developments are allowed entryway signs.

I. [*Sum total sign area.*] Sum total sign area per business use, twenty-four (24) square feet.

(Ord. No. 2260, § 2, 7-18-89)

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Sec. 8.512. Hotels, motels, inns and guest ranches (with one hundred one or more guest rooms) in R-5, C-2, C-3 and D zones.

Hotels, motels, inns and guest ranches (with one hundred one (101) or more guest rooms) in the R-5, C-2, C-3 and D zones are allowed signs as follows:

- I. *Business Identification.*
 - A. *Building wall signs.*
 1. Such sign shall identify the business.
 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
 3. The maximum sign height on a building shall be three (3) stories.
 4. No part of a building wall sign shall extend above a roof line.
 5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
 6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
 - II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street **FRONTAGE**.
 - A. *Tower signs.*
 1. Such sign shall identify the business.
 - ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
 32. The maximum area permitted for such a sign shall not exceed forty-eight (48) square feet.
 43. The maximum height of such signs shall be fifteen (15) feet.
 54. Such signs shall be placed within a landscaped setting of not less than one hundred ninety-two (192) square feet.
 65. One-half (1/2) of such sign may be a change panel.

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B. *Monument signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. **MID-SIZE MONUMENT SIGNS**

1. **SUCH SIGN SHALL IDENTIFY THE BUSINESS.**
2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**
4. **THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
5. **THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
6. **SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.**
7. **ONE-HALF (1/2) OF SUCH SIGN MAY BE A CHANGE PANEL.**

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III. *Entryway Signs.*

- A. Such sign shall name the resort.
- B. Such sign shall consist of individual letters on a freestanding wall.
- C. Such sign shall be architecturally integrated with the building.
- D. Such sign shall be located so as to identify the entrance to the resort.
- E. The maximum height of such sign shall be three (3) feet.
- F. The maximum area of such sign shall be twelve (12) square feet.
- G. For each driveway the maximum number of such signs shall be two (2) signs.
- H. Such sign shall be placed in a manner not to interfere with traffic, confuse traffic, or to present any traffic hazard.
- I. Such sign shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- J. The freestanding wall may be located up to forty-five (45) degrees from parallel to the street.

IV. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

V. *Off-Premise Traffic Directional Signs (101 Rooms or More).*

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- A. The maximum number of signs shall be two (2) signs.
- B. The maximum sign area for each sign shall be six (6) square feet.
- C. The maximum vertical dimension of each sign shall be three (3) feet.

VI. *[Sum Total Area.]* The sum total area permitted for this use shall not exceed ninety-six (96) square feet.
(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.525. Auto dealerships.

Auto dealerships are allowed signs as follows:

I. *Individual Business Identification.*

A. *Building wall signs.*

- 1. Such sign shall identify the business.
- 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
- 3. When the wall on which the sign is placed is more than two hundred (200) feet from any public right-of-way the maximum sign area for each one (1) lineal foot of building wall shall be one and one-half (1 1/2) square feet.
- 4. The maximum sign height on a building shall be three (3) stories.
- 5. No part of a building wall sign shall extend above a roof line.
- 6. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
- 7. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
- 8. Automobile manufacturer modifier signs for ~~new~~ auto dealerships may be installed on the building wall, shall be subordinate to the vertical height of the business name, and calculated against the total allowed.

II. *Freestanding Business Identification Signs.* There shall be a maximum of one (1) freestanding business identification sign per street **FRONTAGE**.

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A. *Ground signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs each for driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.

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- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.
- IV. *Directory Signs.*
 - A. The maximum number of signs for a site shall be determined by the Development Review Board.
 - B. The maximum height of such sign shall be seven (7) feet.
 - C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.
- V. *Automobile manufacturer signs.*
 - A. Auto dealers selling ~~three (3)~~ **ONE (1)** or more automobile manufacturer type at the same site shall be allowed to identify ~~such~~ **EACH** manufacturer type on a freestanding sign **OR SIGNS** subject to the following:
 - ~~B. The only sign on the building wall shall be for business identification only.~~
 - EB.** The maximum height of such sign shall be 7 feet
 - ~~DC.~~ The maximum number of such signs per street shall ~~be~~ **NOT EXCEED 4 3 signs**
 - D.** **SUCH SIGNS SHALL BE SEPARATED FROM EACH OTHER BY A MINIMUM DISTANCE OF ONE HUNDRED (100) FEET**
 - E. The maximum sign area for **EACH** such sign **OR SIGNS** shall not exceed 42 square feet
 - F. Such sign **OR SIGNS** shall be placed within a landscaped setting ~~equal to four (4) feet for each one (1) square foot of sign area~~ **OF NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET PER SIGN.**

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VI. *Sum Total Sign Area.* The sum total sign area allowed for each use in these districts is one and one-half (1 1/2) square feet for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2514, § 1, 12-15-92)

Sec. 8.530. Special developments.

Sec. 8.531. [Multiple-tenant commercial buildings--Total floor area of less than thirty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of less than thirty thousand (30,000) square feet are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

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1. Such sign shall identify the building.
 - ~~2. The maximum number of such signs per street shall be one (1) sign.~~
 32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
 43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
 54. The maximum height of such sign shall be five (5) feet.
 65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.
- B. *Monument signs.*
1. Such sign shall identify the building.
 - ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
 - 3.2. The maximum area of such sign shall be twenty-four (24) square feet.
 - 4.3. The maximum height of such sign shall be five (5) feet.
 54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
- III. *Traffic Directional Signs.*
- A. The maximum number of such signs for each driveway shall be one (1) sign.
 - B. The maximum height of such sign shall be three (3) feet.
 - C. The maximum area of such sign shall be four (4) square feet.

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- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
 - E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
 - F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.
 - IV. *Directory Signs.*
 - A. The maximum number of signs for a site shall be determined by the Development Review Board.
 - B. The maximum height of such sign shall be seven (7) feet.
 - C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.
- (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.532. [Same--Total floor area thirty thousand to sixty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of thirty thousand (30,000) square feet or greater and less than sixty thousand (60,000) square feet are allowed signs as follows:

- I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

- A. *Building wall signs.*
 - 1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
 - 2. The maximum height of such sign shall not exceed three (3) stories.

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3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall

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be ten (10) feet.

76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
- ~~4. The maximum number of such signs shall be one (1) per street.~~
54. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

D. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be fifty (50) square feet.
3. The maximum height of such sign shall be fifteen (15) feet.
- ~~4. The maximum number of such signs per street shall be one (1) sign.~~
54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

E. **MID-SIZE MONUMENT SIGNS**

1. **SUCH SIGN SHALL IDENTIFY THE BUILDING.**
2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**

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- 4. THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
- 5. THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
- 6. SUCH SIGN SHALL BE SET BACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.**

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.533. [Same--Total floor area of sixty thousand to one hundred thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor

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area of sixty thousand (60,000) square feet or greater and less than one hundred thousand (100,000) square feet are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.

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- 54. The maximum height of such sign shall be five (5) feet.
- 65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

- 1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
- 32. The maximum area of such sign shall be twenty-four (24) square feet.
- 43. The maximum height of such sign shall be five (5) feet.
- 54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
- 65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
- 76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. **MID-SIZE MONUMENT SIGNS**

- 1. **SUCH SIGN SHALL IDENTIFY THE BUILDING.**
- 2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
- 3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**
- 4. **THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
- 5. **THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
- 6. **SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN**

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TWO HUNDRED FORTY (240) SQUARE FEET.

CD. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
4. ~~The maximum number of such signs shall be one (1) per street.~~
54. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscape of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

DE. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be seventy-five (75) square feet.
3. The maximum height of such sign shall be twenty (20) feet.
4. ~~The maximum number of such signs per street shall be one (1) sign.~~
54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.

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E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.

F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

A. The maximum number of signs for a site shall be determined by the Development Review Board.

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.534. [Same--Total floor are of one hundred thousand square feet or greater.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of one-hundred thousand (100,000) square feet or greater are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.

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4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less

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than two hundred forty (240) square feet.

C. MID-SIZE MONUMENT SIGNS

1. SUCH SIGN SHALL IDENTIFY THE BUILDING.
2. THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.
3. THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.
4. THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.
5. THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.
6. SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.

~~ED.~~ *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
4. ~~The maximum number of such signs shall be one (1) per street.~~
- 5.4 The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

~~DE.~~ *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be one hundred twenty (120) square feet.

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3. The maximum height of such sign shall be twenty-five (25) feet.

~~4. The maximum number of such signs per street shall be one (1) sign.~~

54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

A. The maximum number of such signs for each driveway shall be one (1) sign.

B. The maximum height of such sign shall be three (3) feet.

C. The maximum area of such sign shall be four (4) square feet.

D. The maximum area of a building name or logo on such sign shall be one (1) square foot.

E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.

F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

A. The maximum number of signs for a site shall be determined by the Development Review Board.

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.540. Special events and theme amusement parks.

Special events and amusement parks are allowed signs as follows:

I. *General.*

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- A. Events/activities which will occur on a designated date or during a limited period of time shall be allowed signage to promote the event/activity. The signage will support, promote and/or advertise the event/activity and may contain the names of a specific agency or business that is sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by an the date specified by the general manager.
- B. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, including directional signs, banners, pennants, flags, balloons, lighting, hot/cold air balloons and other features associated with the event/activity, and proposed times for erecting and removing the signs. The application will be reviewed and approved by the general manager.
 - 1. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering identifying the activity or event.
 - 2. All banners, pennants and flags shall be limited to twenty-four (24) square feet and shall be suspended no higher than thirty-six (36) feet above grade, except that all banners, pennants and flags suspended over roadways or driveways shall be no higher than eighteen (18) feet above grade and maintain a minimum clearance of fourteen (14) feet. Banners are allowed in the downtown area only.
 - 3. All signs, banners, pennants and flags spanning walkways must maintain a minimum clearance of seven (7) feet six (6) inches.
 - 4. Searchlights are prohibited except in those cases where allowed in section 7-602 of the zoning ordinance.
 - 5. Temporary off premise directional signs shall be limited in sign area to six (6) square feet for each sign. The total number and location of such signs shall be approved by the general manager.
- II. *Theme Amusement Park Signs.*
 - A. Major theme amusement parks are theme amusement parks which contain an area of one hundred forty (140) acres or more and are developed according to a master development plan which is approved by the city.
 - B. Minor theme amusement parks shall be any theme amusement park less than one hundred forty (140) acres.
 - 1. *Monument signs.*

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- a. Such sign shall identify the business.
 - b. The maximum number of such signs per street front shall be one (1) sign.
 - c. The maximum area of such sign shall be twenty-four (24) square feet.
 - d. The maximum height of such sign shall be five (5) feet.
 - e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
2. *Change panel identification signs.*
- a. Change panel signs shall be available only for major theme amusement parks.
 - b. There may be a change panel identification sign at each major street fronting the theme amusement park as determined by the Development Review Board. Such signs, if any, shall be incorporated as part of your freestanding sign and included in the master sign program.
 - c. The maximum height shall be eighteen (18) feet.
 - d. The maximum sign area shall be seventy-five (75) square feet.
3. *Traffic directional signs.*
- a. The maximum number of such signs for each driveway shall be one (1) sign.
 - b. The maximum height of such sign shall be three (3) feet.
 - c. The maximum area of such sign shall be four (4) square feet.

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- d. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- e. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- f. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Special event street banners.* In addition to the signs permitted in subsection I.B., above, the organization sponsoring the event/activity may prepare and submit an application, at least thirty (30) days prior to an event, to the development services office. The application shall be on a form provided by the city, consisting of a complete list and description of the proposed location of all banners and proposed times for displaying the banners. The applicant shall provide that office all the necessary information to process the application. Incomplete submittal will not be accepted. All banners shall be in good repair, as determined by staff, and shall conform to the specifications set forth herein. ~~The City of Scottsdale reserves the right to deny any request for banner advertising under this section.~~

A. *General provisions.*

- 1. The application will be reviewed ~~and approved~~ by the ~~planning and community development general~~ CITY manager or his designee.
- ~~2. In no event shall more than two (2) events be advertised at any one (1) time by the street banners authorized by this section.~~
- 3 2. The banners shall identify an event which:
 - A. Is sponsored by a nonprofit organization or identifies an event ~~which the city council finds is of~~ general community interest;
 - B. Is open to the general public;
 - C. Is designed to attract community-wide participation; and
 - D. Has obtained all necessary governmental permits.

4 3. **IF A SPECIAL EVENT STREET BANNER**

**APPLICATION IS DENIED, IT MAY BE APPEALED
PURSUANT TO THE APPEAL PROCESS FOR
SPECIAL EVENT APPLICATIONS ESTABLISHED
IN SECTION 7.928.**

~~All banners shall require development services or special event committee approval consistent with the downtown district guidelines prior to permit issuance. Appeals from development services shall be forwarded to the City Council pursuant to the following procedure:~~

~~A. The decisions of development services shall be final unless within twenty (20) days from the date of the decision of development services the applicant shall appeal there from in writing to the City Council. Such appeal shall be in writing in care of the City Clerk and shall indicate where, in the opinion of the applicant, development services was in error. The City Clerk shall schedule the appeal for a City Council agenda, and the City Council at its meeting, may uphold, modify, or over-rule the decision of development services. The decision of the City Council shall be final.~~

~~B. The City Council shall have the right and prerogative to initiate its own review of any decision of development services and shall uphold, modify, or over-rule said decision. Notice of such council initiated review of any decision of development services shall be given to the applicant by the City Clerk within twenty (20) days after action upon the application in question or the decision of development services shall be deemed to be final and binding upon the City of Scottsdale.~~

§ 4. The sign copy on the banners shall be subject to those portions of the advertising restrictions of section 16-353(a) of the Scottsdale City Code which do not conflict with this section.

6 5. The fee for either the vertical or the horizontal banner permit shall be **ESTABLISHED BY THE CITY** fifty dollars (\$50.00) for each permit.

B. *Horizontal street banners.*

1. In those instances where horizontal banners are installed

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with vertical banners, they shall announce the same event, and scheduling of those banners shall be done on a first-come-first-serve basis.

2. The banner shall not be displayed more than ten (10) consecutive days.
3. The banner shall be constructed of eighteen (18) ounce vinyl. The banner shall be reinforced by folding the edges over and sewing.
4. The length of the banner shall not exceed thirty (30) feet. The width of the banner shall not exceed thirty-two (32) inches. The banner shall have eyelets every two (2) feet on top and bottom (horizontal edges), and air vents spaces at four (4) foot intervals.
5. No more than one (1) banner shall be provided by the applicant for each event. **IF THERE IS NO OTHER REQUEST FOR THE REMAINING HORIZONTAL STREET BANNER LOCATION, THE EVENT MAY USE BOTH LOCATIONS.** The banner(S) shall be installed by the city at ~~one (1) of~~ the city approved banner location(s). The banner(S) shall be delivered five (5) working days prior to the scheduled installation date, and picked up on later than three (3) days following the ten (10) consecutive days of banner display at: Scottsdale Corporation Yard/Transportation Maintenance, 9191 East San Salvador, Scottsdale, AZ, 85151.

C. *Vertical street banners.*

1. ~~In those instances where vertical banners are installed with a horizontal banner, they shall announce the same event, and scheduling shall be done on a first come first serve basis.~~
- 2 1. The sign copy on the banners shall be limited to the event title and corresponding information and logos. Logos shall be limited to fifty (50) percent of the banner sign area.
- 3 2. Banner design shall be limited to a vertical height of eight (8) feet, and a horizontal width of three (3) feet. They shall be constructed of a fabric having sufficient density to allow for printing on both sides. Wind cuts are required to reduce the tendency of a banner to billow or sail.

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- 4 3. The applicant shall cause the banners to be installed, as set forth in section 8.540.III.C.6, on the light poles and supported by an upper and lower metal bracket assembly pursuant to installation guidelines provided by development services. The minimum distance to the bottom of the banner from ground level shall be fourteen (14) feet. Vertical banners may only be installed within the downtown couplet, the area bounded by Earll Road to the south, Goldwater Boulevard to the west, Highland Road to the north, and Civic Center Boulevard to the east and along Frank Lloyd Wright Boulevard from Scottsdale Road on the west to Pima Road on the east.
- 5 4. The applicant shall cause the vertical banners to be removed, as set forth in section 8.540.III.C.6, within two (2) working days after the event, but in no case shall banners remain on the light poles for more than thirty (30) days. A deposit of ~~two hundred fifty dollars (\$250.00)~~ is **MAY BE** required to insure that the banners are removed in a safe and timely manner.
- 6 5. The installation and removal of the banners shall be done by a registered contractor as approved by the state registrar of contractors office. The contractor must provide a certificate of insurance of not less than one million dollars (\$1,000,00.00) naming the City of Scottsdale as an additional insured. Installation shall happen between the hours of 12:00 midnight and 4:00 a.m. to minimize traffic disruption.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2701, § 1, 2-7-95; Ord. No. 3101, § 1, 1-6-98; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.600. TEMPORARY AND SEMI-PERMANENT SIGNS ALLOWED.

A. TEMPORARY SIGNS:

1. TEMPORARY SIGNS, WHICH BY THE NATURE OF THEIR CONSTRUCTION, PLACEMENT AND MATERIAL ARE IMPERMANENT AND PRONE TO CREATE PROBLEMS OF LITTER AND BLIGHT, MUST BE REMOVED WITHIN ONE HUNDRED EIGHTY (180) DAYS OF PLACEMENT.
2. TEMPORARY SIGNS SHALL BE MARKED BY A STICKER FURNISHED BY THE CITY AND SHALL INCLUDE THE DATE IT WAS ERECTED, AND THE PERSON RESPONSIBLE FOR PLACEMENT AND REMOVAL.

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3. ANY TEMPORARY SIGN THAT DOES NOT INCLUDE THE REQUIRED INFORMATION OR REMAINS BEYOND THE ALLOWED ONE HUNDRED EIGHTY (180) DAYS SHALL BE SUBJECT TO REMOVAL BY THE CITY.
 4. TEMPORARY SIGNS LOCATED IN THE RIGHT-OF-WAY SHALL REQUIRE AN ENCROACHMENT PERMIT IN CONFORMANCE WITH SECTION 8.312 ABOVE and SECTION 47-101 OF THE SCOTTSDALE REVISED CODE.
- B. SEMI-PERMANENT SIGNS: SEMI-PERMANENT SIGNS, WHICH BY THE NATURE OF THEIR CONSTRUCTION ARE LESS PRONE TO CREATE PROBLEMS OF LITTER AND DETERIORATION THAN TEMPORARY SIGNS BUT MORE THAN PERMANENT SIGNS, SHALL BE ALLOWED TO REMAIN IN PLACE AS DESCRIBED IN SECTIONS 8.601, 8.602, 8.603, 8.604, 8.605, 8.606, 8.609, 8.610, 8.611, 8.612, 8.613, AND 8.615.

Sec. 8.601. ON-PREMISE Development signs.

- ±.A. AN ON-PREMISE DEVELOPMENT SIGN IS ALLOWED ONLY FOR THE PURPOSE OF IDENTIFYING A FUTURE DEVELOPMENT THAT HAS BEEN APPROVED BY THE DEVELOPMENT REVIEW BOARD OR A DEVELOPMENT UNDER CONSTRUCTION, AND ANY SUCH SIGN MUST BE REMOVED IMMEDIATELY UPON COMPLETION OF CONSTRUCTION OR ISSUANCE OF CERTIFICATE OF OCCUPANCY FOR THE LAST DWELLING OR TENANT SPACE OF THE ANNOUNCED DEVELOPMENT. The maximum number of signs allowed for each street the property abuts shall be one (1) sign.

~~±±. The maximum area of such sign shall be forty eight (48) square feet.~~

- B. AN ON-PREMISE DEVELOPMENT SIGN MUST CONFORM TO THE FOLLOWING REQUIREMENTS:

1. SUCH SIGN SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET.
2. IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.

~~±±±. 3. The maximum height of such sign shall be ten (10) feet.~~

~~±±±. 4. Such sign may NOT be illuminated. by indirect lighting only.~~

~~V. Such sign shall be removed immediately upon completion of construction of the announced development.~~

~~vi. Such sign shall be for the sole purpose of identifying a future development which has been approved by the Development Review Board or a development under construction.~~

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(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.602. ON-PREMISE Contractor or subcontractor signs.

~~±~~ **A.** The maximum number of such signs for each contractor or subcontractor shall be one (1) sign.

~~±±~~ **B.** The maximum sign area allowed each contractor or subcontractor shall be four (4) square feet.

~~±±±~~ **C.** The maximum height of such sign shall be ten (10) feet.

~~±±±~~ **D.** All contractors and subcontractors engaged in construction or repair of buildings on an individual parcel of land may be listed on one sign not to exceed an area of ~~twenty four (24)~~ **SIXTEEN (16)** square feet.

~~±±±~~ **E.** On completion of the construction or repair of the building such sign shall be removed immediately.

~~±±±~~ **F.** Such sign shall be for the sole purpose of designating the contractor(s) and subcontractor(s) engaged in the construction or repair of a building or buildings on a parcel of land.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.603. ON-PREMISE Sale, lease, and rent signs.

~~±~~ **A.** Such sign shall be placed on property being rented, leased, or sold.

~~±±~~ **B.** The maximum sign area for a parcel containing an area of two (2) acres or less shall be four (4) square feet.

~~±±±~~ **C.** The maximum sign area for a parcel containing more than ~~two (2)~~ **THREE (3)** but less than ten (10) acres in area shall be nine (9) square feet.

~~±±±~~ **D.** The maximum sign area for a parcel containing ten (10) or more acres shall be ~~fifteen (15)~~ **SIXTEEN (16)** square feet.

~~±±±~~ **E.** The maximum height of such sign shall be ten (10).

~~±±±±~~ **F.** ~~Such sign shall be illuminated only by indirect lighting.~~

F. PORTABLE SIGNS SHALL NOT BE PERMITTED.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.604. OFF-PREMISE Subdivision, condominium and multifamily directional signs.

I. [Zones Other Than P.C.D.] Uses in zones other than P.C.D. are allowed signs as follows:

A. The maximum number of such signs ~~shall be~~ for each subdivision or

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condominium **SHALL BE** two (2) signs.

- B. The maximum number of signs allowed per mile or where there is a change of direction shall be one (1) sign.
- C. ~~The maximum area of such sign shall be forty-eight (48) square feet.~~ **SUCH SIGN SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET.**
- D. IF PLACED BEHIND A SCENIC CORRIDOR SETBACK, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

~~D E.~~ The maximum height of such sign shall be ten (10) feet.

~~E. Illumination shall be indirect only.~~

F. Such signs for subdivision and condominium projects shall be removed immediately after the use they identify is fulfilled.

G. All signage ~~for multifamily~~ is allowed for one hundred eighty (180) days from issuance of the sign permit only. Such sign may be granted a one-time extension not to exceed one hundred eighty (180) days.

~~H. The text contained upon such sign shall be limited to:~~

- ~~1. The recorded name of the subdivision or condominium.~~
- ~~2. The direction to the subdivision or condominium.~~
- ~~3. The distance to the subdivision or condominium.~~

I H. No sign shall be located within one hundred (100) feet of any residence.

II. *Uses in P.C.D. Zones.* A master sign plan shall be submitted at the time of application for the sign permit(s) which complies with the following criteria:

A. The maximum area of an individual sign shall not exceed five (5) square feet.

B. The maximum height of an individual sign shall be three (3) feet.

When combined with an open house directional [sign], the maximum height shall be four (4) feet.

C. Where there is more than one (1) sign, such signs shall be incorporated into a monument sign.

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- D. The maximum height of a monument sign shall be ten (10) feet.
- E. The maximum number of such signs shall be for each subdivision or condominium **PROJECT SHALL BE** ten (10) signs.
- F. ~~Such sign shall contain only the name of the subdivision or condominium and the directional arrow.~~
- G F. All such signs shall refer to a development on land zoned P.C.D.
- H. ~~Illumination shall be indirect only.~~

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3250, § 1, 9-7-99)

Sec. 8.605. OFF-PREMISE Open house directional signs.

- I.A. Open house directional signs shall be used to direct traffic to a residence for sale, and may be incorporated as a part of the subdivision directional allowed in section 8.604.
- II.B. Such sign shall be used only when a sales person **OR HOMEOWNER OR HOMEOWNER'S AGENT** ~~is on duty at the residence for sale~~ **IS PRESENT DURING THE TIME OF THE OPEN HOUSE.**
- III.C. The maximum number of such signs for each residence for sale shall be ~~three (3)~~ **FOUR (4)** signs.
- IV.D. The maximum area of each such sign shall be four (4) square feet.
- V.E. The maximum height of such sign shall be three (3) feet.
- VI.F. Such sign shall not be illuminated.
- VII.G. Such sign shall not be placed in any right-of-way.
- VIII.H. Such sign shall not be placed so as to create a traffic hazard.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.606. No trespassing signs.

A. A "NO TRESPASSING" SIGN MAY BE PLACED ON PRIVATE PROPERTY, SUBJECT TO THE FOLLOWING CONDITIONS:

- I.1. Such sign may be freestanding.

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- ~~II.2.~~ The maximum area of such sign shall be four (4) square feet.
- ~~III.3.~~ Such signs on a parcel of land shall be separated by a distance of one hundred (100) feet.
- ~~IV. Such sign shall not be placed in any public right-of-way.~~
- V.4. Such sign shall not be placed so as to create a traffic hazard.
- ~~VI.5.~~ No permit shall be required for such sign.
- (Ord. No. 2260, § 2, 7-18-89)

Sec. 8.607. Political signs.

- ~~I. Political signs are temporary signs supporting the candidacy for office or urging action on any other matter on the ballot of primary, general, and special elections.~~
- ~~II A.~~ Such **POLITICAL** signs shall **HAVE** be limited to a period immediately preceding the election of sixty (60) days. ~~III C.~~ The **A** maximum area of such sign shall be thirty two (32) **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**
- ~~IV.B.~~ The maximum height of such sign shall be ten (10) feet.
- ~~V. Such sign may be freestanding.~~
- ~~VI C.~~ The person, party, or parties responsible for the erection or distribution of any such signs shall **SUBMIT TO THE CITY A MAP SHOWING ALL SIGN LOCATIONS ALONG WITH CONTACT INFORMATION OF THE PARTY OR PARTIES WHO SHALL** be jointly and severably liable for their removal. ~~of them within ten (10) days after the election to which they refer.~~
- ~~VII D.~~ No **SIGN** permit shall be required for such sign. **AN ENCROACHMENT PERMIT SHALL BE REQUIRED PURSUANT TO SECTION 8.312.III AND SECTION 47-101 OF THE SCOTTSDALE REVISED CODE FOR POLITICAL SIGNS PLACED IN THE RIGHT-OF-WAY.**

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.608. Grand opening signs.

- ~~I. Such signs shall contain the words "Grand Opening" only.~~

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II.A. Such signs may be displayed for a period of calendar days not to exceed ~~ten (10)~~ **THIRTY (30)** days.

III.B. The maximum number of grand opening signs for each business shall be one (1) sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.609. Menu signs.

I.A. A menu sign shall be used to display the published menu and the corresponding prices.

II.B. Such sign may indicate if the restaurant is open and list the hours of operation.

III.C. The maximum number of such signs for each restaurant shall be one (1) sign.

IV.D. The maximum area of such sign shall be four (4) square feet.

V.E. Such sign shall be enclosed in a casing attached to the building and extending in depth from the wall not more than two (2) inches.

VI.F. Illumination shall be indirect only.

VII.G. No permit shall be required for such sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.610. Master developer identification sign.

I.A. Such sign shall only indicate the name of the MPC, the name of the entity developing the MPC, and the MPC or developer logo.

II.B. The maximum number of such signs for each arterial or major collector street leading to the MPC shall be one (1) sign.

III.C. The maximum area of such sign shall be ~~forty-eight (48)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

IV.D. The maximum height of such sign shall be ten (10) feet.

V.E. Illumination shall **NOT** be **ALLOWED**. ~~indirect only~~.

VI.F. Such signs shall not be located at entrances which have permanent MPC entryway signs.

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(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.611. Information center identification.

~~±~~.A. [*Generally.*] **INFORMATION CENTER IDENTIFICATION** Such signs are allowed only for an MPC (master planned community) of not less than one hundred sixty (160) acres.

~~±±~~.B. [*Location*] Such sign shall be located on the site of the information center.

~~±±±~~.C. *Project Identification.*

A.1. Building wall signs.

~~1~~.a. Such sign shall identify the project name only.

~~2~~.b. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.

~~3~~.c. The maximum sign height on a building shall be three (3) stories.

~~4~~.d. No part of a building wall sign shall extend above a roof line.

~~5~~.e. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.

~~6~~.f. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

~~±V~~.D. *Freestanding Identification Signs.* There shall be a maximum of one (1) freestanding identification sign per street.

A.1. Landscape wall signs.

~~1~~.a. Such sign shall identify the project.

~~2~~.b. The maximum height of such sign shall be five (5) feet.

~~3~~.c. The maximum individual letter area shall be twelve (12) square feet.

~~4~~.d. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.

B.2. Monument signs.

~~1~~.a. Such sign shall identify the project.

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- 2.b. The maximum height of such sign shall be five (5) feet.
 - 3.c. The maximum sign area shall be twelve (12) square feet.
 - 4.d. The maximum vertical dimension of the unit shall be four (4) feet.
 - 5.e. The maximum horizontal dimension of the unit shall be ten (10) feet.
 - 6.f. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.
- ✓.3. *Sum Total Sign Area.* The sum total area of all such signs shall not exceed forty (40) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.612. MASTER PLANNED COMMUNITY (MPC) information center directional signs.

- ±.A. An MPC containing less than six hundred and forty (640) acres shall be allowed ~~a number of such signs not to exceed~~ **NO MORE THAN** ten (10) **MPC INFORMATION CENTER DIRECTIONAL** signs.
- ±±.B. An MPC of six hundred and forty (640) or more acres shall be allowed a number of ~~such~~ **MPC INFORMATION CENTER DIRECTIONAL** signs not to exceed twenty (20) signs.
- ±±±.C. The maximum area of such sign shall be ten (10) square feet.
- ±V.D. The maximum height of such sign shall be three (3) feet.
- ±V.E. Illumination shall **NOT** be **ALLOWED.** ~~indirect.~~
- ±V±.F. The text contained on such signs shall be limited to:
 - A. 1. The name of the information center.
 - B. 2. The direction to the information center.
 - C. 3. The distance to the information center.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.613. Major MASTER PLANNED COMMUNITY (MPC) information center directional signs.

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A. A MAJOR MASTER PLANNED COMMUNITY (MPC) CONTAINS SIX HUNDRED FORTY (640) ACRES OR MORE.

B. MAJOR MPC INFORMATION CENTER DIRECTIONAL SIGNS MUST CONFORM TO THE FOLLOWING REQUIREMENTS:

I.1. The maximum number of such signs in each MPC shall be one (1) sign.

II.2. The maximum area of such sign shall be ~~twenty (20)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

III.3. The maximum height of such sign shall be ten (10) feet.

IV.4. Illumination shall **NOT** be **ALLOWED.** ~~indirect.~~

V.5. The text contained on such sign shall be limited to:

- A. a. The name of the information center.
- B. b. The direction to the information center.
- C. c. The distance to the information center.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.614. Window signs.

I.A. Signs on or inside the windows of a commercial establishment are permitted, but no signs are permitted in unglazed openings.

II.B. The area of such signs shall not be deducted (except as allowed in section 8.417) from the total sign area allowed but the total of all window signs shall not exceed the total sign area allowed for the use.

III.C. No more than twenty-five (25) percent of any window pane that is more than three (3) feet in any dimension may be used for such signs.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.615. Master planned community off-premise directional signs.

I.A. MPC off-premise directional signs are allowed as follows:

A.1. The maximum number of such signs for each MPC shall be ~~.....~~ **TWO (2)** signs.

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- ~~B.2.~~ The maximum number of signs allowed per mile or where there is a change of direction shall be ~~.....~~
ONE (1) sign.
- ~~C.3.~~ The maximum area of such sign shall be ~~.....~~ ~~(48)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**
- ~~D.4.~~ The maximum height of such sign shall be ~~.....~~ **(10)** feet.
- ~~E.5.~~ Illumination shall **NOT** be **ALLOWED**. ~~indirect only.~~
- ~~F.6.~~ Such signs shall be removed within ~~five (5)~~ **ONE (1)** year from date of permit issuance.
- ~~G.7.~~ The text contained upon such sign shall be limited to:
- ~~1.a.~~ The recorded name of the master planned community.
 - ~~2.b.~~ The direction to the master planned community.
 - ~~3.c.~~ The distance to the master planned community.
- ~~H.8.~~ No sign shall be located within one hundred (100) feet of any residence.

(Ord. No. 2278, 2-20-90)

CITIZEN REVIEW REPORT
Text Amendment – Sign Ordinance Update
Case 7-TA-2002

I. Public Notice

- A. On January 6, 2003 the letter attached as Exhibit A was e-mailed to about 360 people on the City's Customer Contact Lists. The list included the Coalition of Pinnacle Peak and the Northeast Scottsdale Property Owners Association.
- B. The 1/8 page advertisement attached as Exhibit B was published in the Arizona Republic on January 7, 2003 and Scottsdale Tribune on January 4, 2003.
- C. The three neighborhood open house meetings were held on January 14, 2003 at Legend Trail Community Center, 34575 N. Legend Trail Parkway, January 15, 2003 at La Mirada Desert Park Community Center, 8950 E. Pinnacle Peak Road, and January 22, 2003 at the One Civic Center building, 7447 E. Indian School Road.
- D. The draft ordinance was posted on the City's web site on April 8, 2003 and also e-mailed to about 360 people on the City's Customer Contact Lists.

II. Public Input

- A. Public input was received primarily through the Open House Meetings. Sign-in sheets were provided at each meeting with approximately 65 people attending the Open Houses. Comment cards were also provided at the meeting where anyone wishing to provide written comments could do so. Exhibit C provides a summary of the comments cards submitted to staff and a list of attendees.

In addition to the Open House Meetings described above, comments were later received from other interested parties see attached Exhibit D.

- The Friends of the Scenic Corridor submitted their proposal for political and development signs. Their proposal significantly reduces the size and height of these signs and attempts to protect the City's Scenic Corridors.
- A law firm suggested on behalf of a development company that the community sign district regulations be amended to allow the Development Review Board the flexibility to increase sign area and height to 25%.
- Another citizen with significant sign industry experience provided language for the purpose section of the sign ordinance which was incorporated. He also provided recommendations to improve the ordinance which went beyond the scope of this ordinance amendment.
- An e-mail was received expressing concern about construction signs and their duration suggesting that such sign be limited in duration and to indicating the land owner or agent.
- Another e-mail was received suggesting that political and development signs need further control as to number, size and location.

Staff has attempted to address these issues in the draft text amendment. Although not limited to the extent desired by some, the size of temporary signs have generally been reduced. The regulations have also been modified by addressing temporary signs as two categories, temporary and semi-permanent signs. The amendment considers concerns of the business community by providing additional flexibility for building wall sign placement, creating a new mid-size monument sign, allowing additional automobile manufacturer identification, and increasing some flexibility in the Community Sign District program.

Additional DRB Flexibility

- Ordinance works well for most applications
- Additional flexibility is desired to :
 - Provide relief from the strict application of the sign code
 - Improve aesthetics of signs & architecture
 - Improve design of site

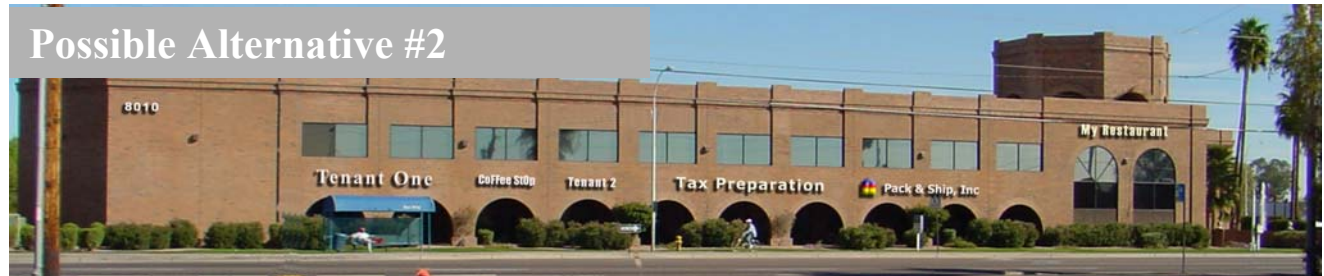
Example of ordinance allowance



Possible Alternative #1



Possible Alternative #2



Temporary Signs

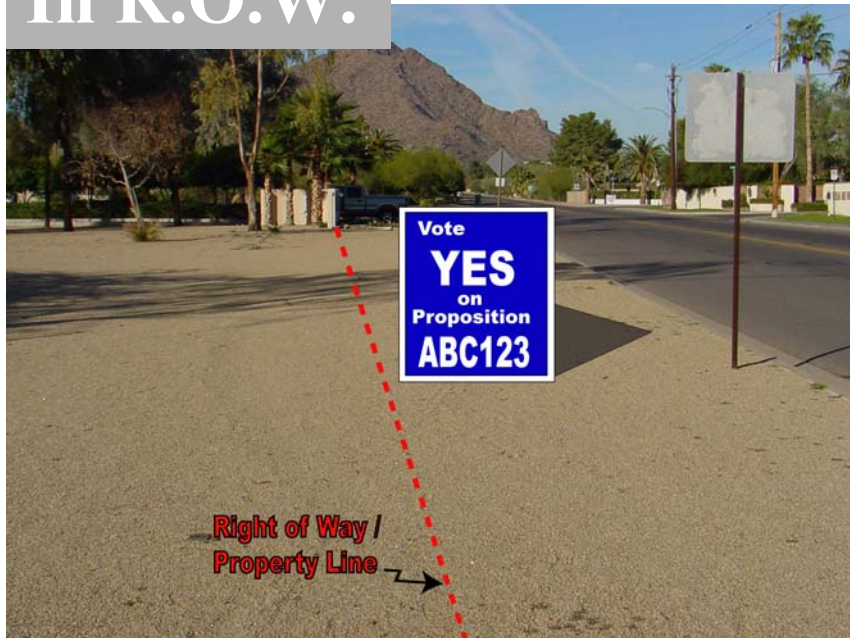
Existing temporary sign conditions



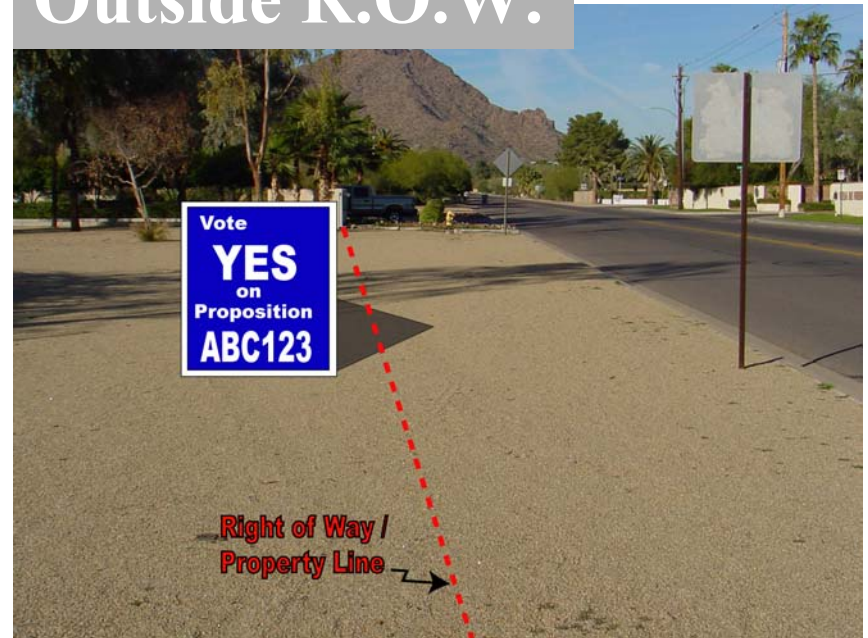
Temporary Signs

- Placement

In R.O.W.



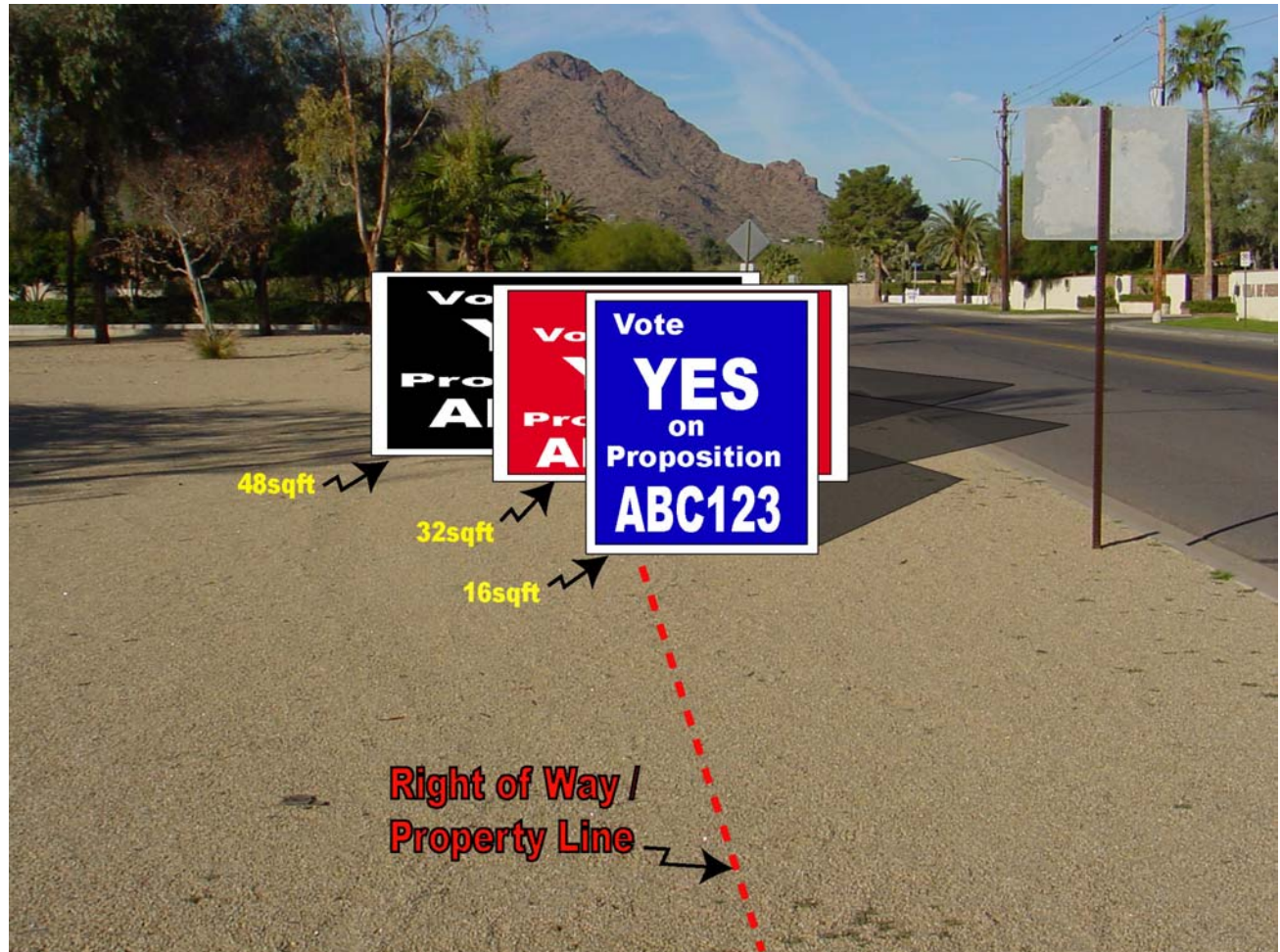
Outside R.O.W.



Temporary Signs

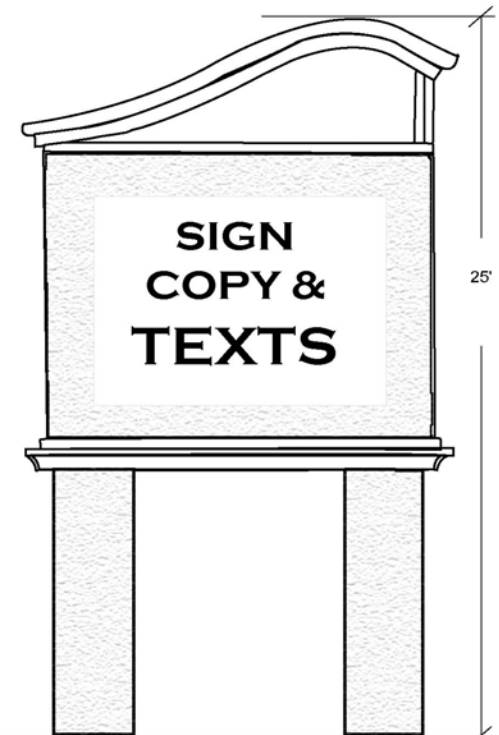
- Size

- Current Size
 - 48 sq. ft. maximum
- Alternative Sizes
 - 32 sq. ft.
 - 16 sq. ft.



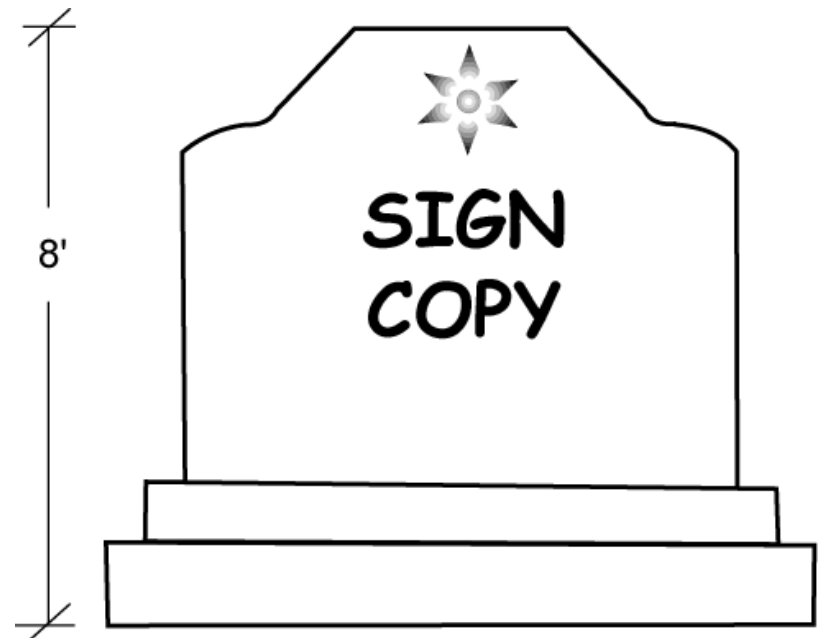
Freestanding Signs

- Existing code allows:
 - Multi tenant center
 - under 30,000 sq ft
 - 5ft. monument sign
 - 30,000 – 60,000 sq ft
 - 15 ft. tower sign
 - 60,000 – 100,000 sq ft
 - 20 ft. tower sign
 - 100,000 sq ft & up
 - 25 ft. tower sign



Freestanding Signs

- Proposed amendment:
 - A 8 ft high sign would be permitted where the option of a tower sign is currently allowed.



Freestanding Signs

- Proposal to allow up to 3 tenant names.



Auto Dealer Signage

- Auto dealers are currently allowed one monument sign identifying manufacturer brands.
- Staff is proposing that auto dealers be allowed more than one monument sign per street frontage to identify separate, distinct manufacturer brands.

Current



Proposed

